

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office.

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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and ESSENTIAL OIL REVIEW

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BUSINESS GAINS TWO BILLIONS

Probably one of the most significant straws that can be noted in the drift of trade in this country is the report of the Federal Reserve Board. It is statistical and often does not impress the busy reader, but its report for the week ended March 11 is particularly impressive. Shorn of details it shows that in the week the business volume of the banks throughout the United States exceeded by nearly \$2,000,000,000 the amount transacted in the corresponding week in 1924. Just think a moment and let the Two Billions of increase in One Week sink into your mind.

WASHINGTON WEATHER: FAIR UNTIL DEC. 7

The adjournment of the Sixty-eighth Congress was no less a relief to American business than the semi-official utterings from the White House that President Coolidge has no intention of convening the new Congress in special session unless some dire emergency develops before the statutory time for it to meet on December 7. The less said here about the last Congress the better.

General business can go ahead without any misgivings or worries, outside of possible bureau complications, for a whole year, as it will take that time for the new Congress to get into full operation.

It is a matter for congratulation that President Coolidge has developed his inherent policy of fair play toward business and government as strongly as he has at this time, for it puts the entire Nation behind him even more strongly than in his electoral vote.

CRAMTON BILL DEFEAT IS ONLY A TRUCE

While the failure of the Cramton Bill to be enacted into law was a decisive defeat for the time being for the Anti-Saloon League it was by no means a conclusive victory for the legitimate users of industrial alcohol. It really amounts only to a truce, not even an armistice.

In the new Congress which convenes next December the fight will be renewed by the Anti-Saloon League, according to the announcement made by its chief legislative agent in our Washington Correspondence.

A significant feature of the recent fight in the Senate was the final willingness of Senator Sterling to cut out all of

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the fancy springs of the bill and just pass a Civil Service Law amendment. This was something which we often suggested to the law-makers and they would undoubtedly have passed it if the Prohibitionists had not insisted until too late on using the Civil Service as an excuse to carry along their other fads. Our readers should remember the service of Senator Edwards (N. J.), Senator Reed (Mo.), Senator Bruce (Md.), Senator Edge (N. J.), and others who aided in blocking the passage of the Cramton bill.

Senator Sterling's term has expired. A new man will have to lead the Anti-Saloon forces in the next session in the Senate. Had the Cramton bill passed Sterling was slated to become Prohibition Commissioner in place of Haynes, but his double defeat may leave Haynes in control.

STARTING NOW ON OUR XXTH YEAR

With this issue THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW begins its twentieth year under decidedly favorable conditions and with a record which few similar trade publications can equal or approach, either in expansion of service to their clientele, or in contributing to the general welfare of the industries which they represent. For this result we are no less indebted to the cordial and substantial support of our advertisers than we are to many of our subscribers for their suggestions and contributions of information. To these all we wish to convey our thorough appreciation of their attention and in reciprocity our SERVICE DEPARTMENT is constantly endeavoring to increase its usefulness, both to our advertisers and our subscribers in promoting the best interests of their business in all possible ways, either by mail, or by telephone, or telegraph, or radio, or through the columns of our magazine.

The temptation is strong to make some comparisons between our old and present issues, but modesty forbids and moreover it is not necessary to do so for the information of our old friends.

In our advertising pages as well as in our text sections our aim has been to make our journal readable. In the advertising realm we have had hearty cooperation and the result has been that some of our readers consider the advertising section of even more interest than the text pages. Which reminds us of this incident:—

A friend of Rudyard Kipling sent a magazine to him containing a story he wanted him to review. In order to reduce the postage rate on the book the friend cut out the advertising pages at the front and back. The author of "Kim" acknowledged receipt of the magazine. "But next time," he said, "cut out the stories and send me the advertisements. I can write my own stories and usually the ads are the best part of the issue."

In starting a new volume we never have made any promises. What we have done and are doing is sufficient for those who have watched our successful progress.

ADVERTISING AS A REAL INVESTMENT

LeRoy Fairman's article on another page in this issue on "Advertising as a Necessary Element in Selling," calls forcible attention to the fact that advertising is no longer to be looked upon as an expense in moving goods, but must be regarded as an investment and provided for, just as are other necessities in the manufacture and distribution of merchandise. As usual, he makes some very strong points, one notable instance being the growing preference shown by both the retailers and the buying public for advertised products.

FINDS CONFIDENCE WELL FOUNDED

By ARCHER WALL DOUGLAS

*In co-operation with the Research Staff
of LaSalle Extension University*

The ever-flowing tide of business activity is rising slowly but steadily. There are the customary cross currents and eddies. But the outlook for sustained improvement with the coming of spring is well supported by current conditions.

The permanence of the present upward movement is fortified by the recent halt in the upward trend of prices. The threat of price inflation is withdrawn. Apparently buyers as a whole will not be stampeded into hasty speculative action; and sellers are inclined to keep down costs and prices.

GRASSE REPORTS A BRISK REVIVAL

Our correspondent at Grasse in his report printed on another page tells of the recovery in the last two months from the dullness which marked the mid-winter season. Among the general activities jasmin stands out prominently and the orders for it are being received to an extent which threatens a shortage. The next harvest offers the possibility of a decrease in price, of this product, which seems to continue its high degree of popular favor.

Harvesting of jonquil, hyacinth, violet and mimosa are in active progress. Cassie, and lavender are in much demand, with stocks depleted. Our correspondent also gives some interesting news about orange, rose and other features of the market in the French floral region. It is all worth reading by all perfumers.

FRENCH PERFUMERS BUY SUPPLIES HERE

French perfumers who establish factories in the United States are finding it to their advantage to buy supplies here whenever possible. A commendable start in this direction is being made at the present time by several of the foremost French perfumers who place their orders with American manufacturers for containers and glassware for some of their leading numbers. Not only are they assured of prompt and efficient service in this way; but the growing practice of looking to American manufacturers for supplies effectively disposes of the contention that any article must be imported in order to rank as the best.

But quite aside from the greater service to be had by purchasing their supplies from American houses, there is a further, and possibly a more potent reason why foreign perfumers should do so. For a long time it has been recognized that the United States is the richest market for manufacturers of foreign perfumes and toilet preparations.

How large a proportion the business from the United States represents in the total annual sales of any of the large foreign perfumers, it is impossible to say; but it is safe to assume that it represents a very large, and possibly a vital factor in the success of many of them.

It would seem, therefore, that a spirit of reciprocity alone should prompt foreign perfumers, whose success depends so largely on the sale of finished goods to the American market, to purchase their supplies here whenever possible.

"PERSECUTING" COLGATE & CO.

Following the disposal of the recent Colgate case in the United States District Court at Newark, in which Judge Runyon directed a verdict for the company, charged with engaging in a combination to fix, maintain and enforce resale prices in violation of the Sherman Act, the Government has instituted another suit against Colgate & Co., under the same act and based upon the same evidence, directed to restrain it from pursuing any resale price maintenance plan. This is the fourth suit brought by the Government, Colgate & Co. having successfully combatted the previous ones.

This fourth litigation will cause many persons to wonder whether the Government officials are not persecuting rather than prosecuting Colgate & Co., for the courts already have sustained the Colgate selling plan as perfectly lawful.

U. S. PHARMACOPŒIA, REVISION X

It will be good news to many of our readers that work on the Tenth Revision of the United States Pharmacopœia is progressing to the printable stage. We have just received the first installment of page proofs, which are sent out confidentially and are in no way to be reprinted or utilized by the recipients except for the purpose of suggesting corrections of obvious or other actual errors, and these must be sent only to the Committee on Revision, which has invoked copyright and other safeguards to protect the Bible of Pharmacy from use by possible exploiters of advance or other unauthorized information that they might derive from a perusal of the proof pages. U. S. P. IX is Federal statute law for our trades until U. S. P. X is formally published and promulgated.

The distribution of the final proofs is under the supervision of E. Fullerton Cook, Ph. M., of the Philadelphia College of Pharmacy. Professor Cook is Chairman of the Committee of Revision of the U. S. P. X, and already has won praise for the splendid service he is performing in this important duty to his profession and to the public as the successor of the late Professor Joseph P. Remington, whose achievements are matters of universal knowledge. It is most fortunate that Professor Cook was available and so well equipped to take over this and other features of the life work of the lamented Nestor of Pharmacy.

TEACHING SAFETY TO NEW EMPLOYEES

An illustrated safe practice pamphlet dealing with "Teaching Safety to New Employees," has just been published by the National Safety Council. It is non-technical in reading matter and is the combined experience of the industrial members of the Council. It is edited by 75 safety engineers who form a volunteer committee for such work. The introduction says in part:

"Accidents to new employees are due not so much to carelessness or thoughtlessness as to lack of familiarity with the hazards and working conditions. Another factor is nervousness due to a desire to equal the production or speed of the more experienced workmen. Mechanical safeguards in specific industries may, to a certain extent, prevent accidents from both of those causes. The greater number of accidents, however, occur from causes that are not preventable by guards. Education and supervision are the only effective methods of attack for such accidents.

"This makes it very important that special care be taken to teach the beginner. The experience of the National

OUR ADVERTISERS

THE RUB-NO-MORE COMPANY
Manufacturers of Stearic and Fatty Acids,
Washing Powder, Soaps, Etc.
Fort Wayne, Ind.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,
14 Cliff street, New York.

Gentlemen: We cannot refrain from complimenting you very highly on your February issue of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. Needless to say, it is the most complete and best edited trade publication that comes into our office.

While your medium has for a long time carried our advertising copy, we find that we still get inquiries every month, which are traceable direct to the above review. While our Ivory Brand Stearic Acid is made exclusively for the toilet preparation trade, our only regret is that we have not more products that we could exploit under your banner.

Very truly yours,

THE RUB-NO-MORE COMPANY,
JOHN A. BERGHOFF, General Manager.

Safety Council shows that it is advisable to reach the new man just as soon after his employment as possible."

Inquiries regarding this pamphlet should be addressed to the National Safety Council, 168 North Michigan avenue, Chicago.

LONGER HAIR, SHORTER SKIRTS, BUT FINER PERFUMES IS LATEST FROM PARIS

While the conflict is raging in America between the barbers who champion bobbed-haired women and the cosmeticians who, with their hairdresser allies especially prefer the long-haired ladies, news comes from Paris that the edict there dooming the bobbed fad has made wonderful strides.

A new pronunciamiento has gone forth not only to lengthen the hair but to shorten the skirts in order to offset the menace to the general poise and equilibrium of the fair sex. The bobs are disappearing as gradually as Nature vests new silken locks on the heads of the now repentant French disciples of the shearing advocates. It is quite true that most of them surrender slowly, and the shop girls trail along behind as usual, but all seem to hesitate to again disclose to a wondering world whether they really have ears, or simply absorb sounds otherwise. Some of the more daring devotees of style, nevertheless, are not only exposing parts at least of their ears, but are painting them red, or green or some shade that harmonizes with their *tout ensemble*.

The fashion for covering the ears was set some years ago by a beautiful Paris actress who had the misfortune to have a hideous "cauliflower" ear, which she cleverly concealed in brushing her hair. The hairdressers have carried out so many interesting adaptations of the idea that it probably will be difficult to entirely banish the habit of hiding feminine ears.

Meanwhile Parisian women are cultivating their shorn tresses and the hairdressers are helping them out with trans-

formations and other devices to ward off unseemly criticism while Nature is busy restoring the cast-off crowning glory of womanhood. Some few ladies of adventurous inclination are reported to be wedded both to bobs and transformations, for the facility of disguise often is of importance to some of the "friends" strangers may meet in the French capital, as well as in other cosmopolitan cities.

One of the latest French hair styles which has crossed the deep blue water is the eclipse wig. It hides the ears apparently, but affords the choice of brushing up the hair and disclosing in cave-like view a beautiful pair of natural or painted ears, while a twitch of the head would drop the capillary adornment just like a curtain in a theater might slide down unexpectedly. The eclipse wig, nevertheless, is here, and, moreover, it is being made in jade green, periwinkle, tangerine and orchid to match the gowns of the fair wearers.

In America, regardless of the controversy between the barbers who want to cut and trim the ladies' bobs and the hairdressers who do better with caring for femininity's natural tresses instead of merely making transformations, the tendency of Paris authorities has been to reduce the length of dresses more and more closely to the knees. So naturally this item in the *New York Times* is interesting as showing the nether extreme to which Paris now sets an example:

SKIRTS SHORTER IN PARIS

American Women Startled as Decree Calls for Display of Knees

Parisian designers, still experimenting with short skirts, have at least reached the point where they offend the modesty of many American women by some of their creations, according to passengers returning from Paris on the *Olympic*. The majority of the latest Parisian costumes end at the knees and some of them are even slightly above the knees. They are the ones which are reported to have offended the good taste of American women who had shopped in Paris.

The skirts worn by several young women returning on the *Olympic* were shorter than any ever seen in this city before, but when Mrs. Bertram J. Parker, European fashion editor of *Women's Wear*, was asked if these skirts were fair samples of the latest offered by the Parisian designers, she said:

"What? Those skirts? Why, they're only up to the knees. In Paris they come above the knees."

News also comes from Paris that with the longer hair and shorter skirt program there is included a positive tendency to require finer perfumes and toilet preparations. And it might be mentioned that by "finer perfumes" the trend is toward American perfumes and cosmetics made with French raw materials, but somehow, some of the users seem to think with just a trifle more of delicacy than the richer scents which are put out under similar odor names by French manufacturers. All perfume chemists realize to the highest degree just the often apparently infinitesimal difference in odors of materials and of products which they must pass upon.

The fact that Paris is really beginning to like American perfumes, cosmetics and other toilet preparations is particularly pertinent. It is extremely good evidence of the skill of our perfumers, and at the same time it tends to offset the invasion of French perfumers who are now manufacturing their products in this country, largely under our own conditions as to labor and tariff on raw materials, so

that, as we predicted some time ago, conditions have now practically ended the so-called invasion so far as it might hurt American manufacturers of toilet articles. In fact, the situation now is better all around than ever before. The tremendous advertising expenditures of all of the firms have given an impetus to the general use of perfumes and cosmetics in which both French and American manufacturers are getting good returns, while the Nation's bill for their goods is constantly increasing to the benefit of everybody interested.

TRADE ARBITRATION LAWS GAINING

The Arbitration Society of America announces that following closely upon the enactment of the Federal arbitration Law which was signed by President Coolidge on February 12, as noted in our last issue, the State of Oregon has enacted an arbitration law, signed by the Governor, on February 25. This law is based upon the New York and New Jersey arbitration statutes.

Other advances in its legislative plans reported by the Arbitration Society include the introduction of an Arbitration bill, modelled upon the New York statute in the legislatures of Massachusetts, Indiana and Minnesota. Indications point to similar action within the next few weeks in Rhode Island, West Virginia, Montana and Georgia. The movement is deserving of general cordial support.

INDEX FOR THE PERFUMER, VOLUME XIX

Subscribers, advertisers and other friends who may be interested in receiving a copy of an Index of Volume XIX of *THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW* are requested to advise us promptly regarding their wishes in the matter. Previous to Volume XVII we issued a short form index of less than six pages. For Volumes XVII and XVIII we made the index much more complete with cross-references and the pages ran up to twenty. For Volume XIX, which ended with our February issue, the index pages would make a booklet of probably twenty-two or twenty-four pages if compiled on the basis of Indexes XVII and XVIII.

The object of this request is to ascertain if there are enough demands for either the short form or the more detailed index to make the Index a feature of service to the trade. Early responses will be greatly appreciated.

An Inspiration and Guide Since 1914

(From Michel Pasquier, Charlotte Gay, Inc.,
503 Fifth Avenue, New York)

Enclosed you will find a check for my yearly subscription as I never have missed a copy since 1914, and I do not wish to miss it now, as *THE AMERICAN PERFUMER* has been my inspiration and guide in purchasing merchandise and materials used in my business.

I am pleased to say that the articles and advertisements appearing in your publication have enabled me to compete with the best manufacturers of perfumes, cosmetics and containers on the market.

Chaperons for Beauty in Eight-Hour Shifts

"Every modern girl should have a chaperon," says a writer in a morning paper. We would go further and recommend three chaperons working eight-hour shifts.—*Western Druggist*. Chaperons might carry the vanity boxes which are now essentials, whether in the snowy and frosty climate of Toronto and Montreal or balmy and sunny Palm Beach and Miami.

SOAP AND PERFUME IN PUBLICITY DUEL

There will be numerous readers of our journal who will be unable to understand why perfumery, cosmetics and toilet soaps cannot affiliate in business as well in the toilets of most modern men and women of civilized proclivities and natural cleanly and sanitary instincts. However, the unexpected has come to pass. Soap and Perfumery must meet in the public forum as inalienable and vital foes, at least Soap has taken up the challenging end. Perfumery already has a big vantage in the fight, which may be only a flash of a sword and not intended to ward off the spear of the better entrenched Knights who represent Perfumery, Cosmetics and Toilet Preparations.

Not living in the Middle Ages and moreover being friendly both to Soap and Perfumes we are inclined to look complacently on the series of six attacks which are being waged in the patent insides of country newspapers in the battle of "Soap versus The Powder Puff." The first article reveals in the Port Chester (N. Y.) *Item* a smudge of ink picturing a former *Miss America* sitting for her portrait. The illustration seems to show her need for something more than soap. Perhaps an application of cosmetics, including lipsticks, rouges and other accessories, would be necessary to convert any feminine reader of the *Item* from using the toilet articles utilized by all good looking women in moderation and go back to *Miss America's* "soap only," whether pure white, or ? The layout is very clever, but it is more or less of a boomerang for the Soap challengers, as the illustration would tend to drive discriminating and fastidious persons away from using soap at all, while their own experiences would prevent them from abandoning the finer elements of personal toilettries, if they might have to decide between the two—which of course they need not do, pending the impossible adoption of a new amendment to the Constitution.

On the whole the feature seems to be better for the cosmetics industry than for the soap folk who are paying the bills. The few women in this country who do not know about powder puffs and cosmetics will have their curiosity aroused—and we all know what that means. The white soap crusade is a blessing in disguise, even if unintended, for perfumery, powder puffs, rouges, lip sticks and allied beautifying aids will benefit greatly. *Miss America* in the Port Chester *Item* surely will help both sides. Both soap and cosmetics, with a little art and some print ink instead of shoeblackening, would improve things all around.

Meanwhile it is hopeless to expect to use white or any kind of soap to drive out the use of cosmetics and perfumes. As an advertising stunt it will increase business for everybody and therefore we are pleased to see it.

WEIGHING INVISIBLE PERFUME

This is one of the various interesting items that some newspapers are printing: "It was the Italian physicist Salvioni who devised a microbalance of such extreme delicacy that it clearly demonstrated the loss of weight of musk by volatilization. Thus the invisible perfume floating off in the air is indirectly weighed. The essential part of the apparatus is a very thin thread of glass fixed at one end and extended horizontally. The microscopic objects to be weighed are placed upon the glass thread near its free end and the amount of flexure produced is observed with a microscope magnifying 100 diameters. A mote weighing one-

THE MONTH O' MARCH

BY JAMES EDWARD HUNGERFORD

(Written for This Journal)

Month o' March is blustery,
Wild o' wind, and flustery;
Full o' unexpected whims, and quite contrary ways;
Sometimes it's "cantankerous,"
Kicking up a lot o' fuss,
Then again it's meek and mild, with peaceful, placid days.

March is full o' prankishness—
Nature's little moods, I guess,
Smiling when she's happy-like, and frowning when she's vexed;
Heaps o' folks are just like that—
Moods a-shifting quick as scat!—
And you just can't ever tell what they'll be doing next!

March is full o' smiles and tears;
Looks like rain—and then it clears!
Looks like old Sol's 'bout to shine, and then he hides his face!
Lots o' us are like that, too;
I am, friends—and maybe you—
That's what makes this queer old world an interesting place!

March is full o' mystery,
Just like you—and just like me;
There's no telling what we'll be, tomorrow, or today!
If we're happy, it depends
A whole heap on us, my friends;
Sun is shining when we smile—and clouds all fade away!

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thousandth of a milligram perceptibly bends the thread."

It now remains to devise a scale for weighing the differences in the sense of scent of perfumes and their constituents as between two equally qualified experts in the differentiation of odors. Levitz is altogether aside in considering a subject of this grave importance, but tests scheduled daily might aid in warding off influenza, in Winter or hay fever in Autumn, two easily related afflictions of experts and other humans.

CHEAPEST, SUREST, SANEST

There is no sense or safety in sticking our ostrich heads in the sand and leaving our bodies exposed, declares the *Silent Partner*, neither will it be necessary to talk war or go to war with any power when we are prepared to protect ourselves by air service, the cheapest, surest, sanest way to guarantee peace.

Barberism in Britain

First Barber—"Nasty cut you've given that old gent, Bill."
Second Barber—"Yes. I'm courtin' his 'ousemaid—that's to let 'er know I can see 'er Tuesday night!"—*The Passing Show* (London).

MARCH REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, March 7.—Following is the March report on essential oils and floral products:

Orange

There is no bad news to record since our last report. Several rainy days interrupted the series of sunny ones that we have had since the middle of January. This rain was beneficial since the good weather has returned and the vegetation is appearing under the very best auspices.

There are no more frosts to be feared now, so that we may hope for a good crop for next May. It is still too soon to anticipate a drop in price. Nevertheless there is no reason to fear an increase in the prices of all orange blossom products because of the fine harvest which now seems imminent.

The stock of orange blossom products is being depleted as the demand is regular. There will be none of the old stock left by the time of the next harvest.

Oil of petitgrain is very much sought after because there is scarcely any left from the last distillation which was somewhat below normal.

Rose

The rose bushes also promise beautiful blossoms for next May, because the rain of the last few days has been very good for them.

The demand remains normal without being very active, but there will be no old stock on hand by the time of the next distillation. A rise in the prices of rose products is not to be expected.

Jasmin

The manufacturers are not overloaded with jasmin products in spite of the high price current this year. *Orders are pouring in from all sides and the amount of jasmin products manufactured is insufficient to supply the demands of the whole world.*

At the next harvest we will probably be met with a market price for these flowers which is not so high as last year. Nevertheless the decrease, if it occurs at all, will not be very appreciable. Jasmin products are the most frequently used constituents in perfumery and the only ones, perhaps, which according to the news of some producers fear no synthetic competition. This it is which constitutes the unique value of Jasmin, since in the opinion of many chemists to leave it out of a composition, would actually be to run the risk of spoiling any novelty.

Cassie

The products made from old cassie (*acacia farnesiana*) and from Roman cassie continue to be in demand. The last crop was not very large so that the price of these articles is not expected to go down.

Mimosa

We are now at the height of the harvest. Not only does the export business continue to send out whole trainloads of these blossoms every day into the countries of northern Europe, but the perfume industry is now also receiving flowers to be treated with petroleum ether. The amount so treated will not be less than sixty or seventy thousand kilograms and this represents about one hundred and twenty thousand kilograms of flowers as cut, since the blossoms alone, without the leaves, are used.

However large the quantity of flowers treated by the perfume industry, it is nothing compared to the quantities of mimosa which are sold for export or brought as cut flowers. In fact the blossoms which are sold for commerce must be estimated by the millions of kilograms.

Violet

The perfume industry is beginning to treat violets. Parma violets are very rare and very expensive and they are coming in only in small quantities. But Victoria violets are being brought in daily in amounts that are worth while. The market price of these flowers has not yet been determined. There is every probability, however, of relatively high prices because of the demands for their exportation, both in bouquets and for the consumption of the florists of the Cote d'Azur.

Jonquil

The harvest of these pretty yellow flowers, the perfume of which is so penetrating, is now at its height.

The small demand of former years caused the cultivation of this plant to be partly abandoned. But for the last two years this perfume has been coming back into favor and the demand for jonquil products is very active.

Until their plantations and their cultivation have been intensified, these flowers will be expensive. As a large crop is not expected this year, we must in all probability be prepared for a high price.

Hyacinth

The crop of these little fragrant blue flowers, which adorn the greensward at the feet of our venerable olive trees, began ten days ago. It will be normal, so that the prices will not be much higher than those for the last crop.

Mint

Grasse oil of mint is growing scarcer and scarcer and within the last few weeks it has risen to extremely high prices. The present market prices of exotic mint oils have favored this recovery. We need not expect a drop in the price of this quality before the next harvest.

Lavender

The few lots which remain with the resellers are being used up and in a month or two everything will be sold.

Spike

The demand is very active and there is little stock. Therefore the market price will continue to go up.

Rosemary and Thyme

There is nothing of particular importance to be reported about these two essential oils. The demands are regular and the market prices remain up.

Summary

We must report a recovery of business during January and February. The present value of the French franc will certainly encourage some countries to make business deals with French industry on account of the considerable advantage due to the exchange value of foreign money and the French franc.

Essential Oil of Calantas Wood

Philippine Journal of Science for January contains an interesting paper on researches made by Walter L. Brooke, Chemist, Bureau of Science, Manila, on "Essential Oil of Calantas Wood." Calantas wood is used principally in the manufacture of cigar boxes and the purpose of the inquiry was to determine the nature of its odor and to isolate the odoriferous substance with a view to its use otherwise. Cadinene is shown to be one of the principal constituents of this new wood oil. A plate illustrated the paper.

A Hint for Income Tax Bookkeepers

No, Mabel, the cost of a shingle and its upkeep should not be charged under "Roofing Expenses"—simply say "overhead."—*Western Druggist.*

CRAMTON GROUP BEATEN BADLY, BUT WILL RENEW FIGHT

Senator Couzens Has Bill That May Help Bring Sanity Into Situation;

Crounse Gives Some Interesting Inside History About Wheeler's Methods

WASHINGTON, March 16.—Alcohol-using industries won a victory in their fight against passage of the Cramton bill creating a prohibition bureau. Opponents killed the measure through a filibuster in the closing days of the recent session of Congress. When the gavel fell at noon on March 4 without the bill having come to a vote in the Senate, it meant that it was wiped from the calendar and it will be necessary for its sponsors to commence at the beginning again in the next session.

Announcement has been made by Wayne B. Wheeler, general counsel of the Anti-Saloon League, that the fight for the passage of the bill will be renewed when the Sixty-ninth Congress convenes in December. It must then be re-introduced in both Houses and there will be opportunity for hearings before the judiciary committees of the House and Senate.

It will take several months after the session begins before the bill gets to the stage at which it was at the time of the adjournment of the Sixty-eighth Congress. This means that for at least a year from the present time the system of prohibition enforcement will remain the same as it is now, except for the possibility of the appointment of Senator Sterling to succeed Commissioner Haynes.

Anti-Saloon League Leader to Keep Up Crusade

Mr. Wheeler on behalf of the Anti-Saloon League made the following statement after the defeat of the Cramton bill, in which he repeated the denied charges regarding the diversion of industrial alcohol improperly:

"The filibuster in the closing days of the session prevented passage of the Cramton bill, which would have centralized enforcement activities, placed agents under civil service and close the leaks through which 6,000,000 gallons of industrial alcohol reached the bootleggers last year. Two or three Senators in the short session can block any legislation by a filibuster, even though the overwhelming majority of the Senate favors this legislation. When it was evident that a few opponents of prohibition would prevent any vote on the bill, the friends of the Cramton bill offered an amendment to strike out all of the measure except that part which placed enforcement officers under civil service. This provision had been recommended by the President and was in both the Democratic and Republican platforms. The filibuster continued in spite of this and prevented any action. *The Cramton bill will be pressed for action when Congress reconvenes.*"

The Cramton bill had a preferred place on the program of the Senate Republican leaders but it proved impossible, nevertheless, to bring it to a vote. The first effort came late Saturday night prior to the adjournment of Congress on Wednesday, March 4. Senator Sterling of South Dakota, who was in charge of the bill, presented a motion to make the Cramton bill the unfinished order of business, which would have given it the right of way until disposed of. Senator Reed, of Missouri, one of the chief opponents, promptly served notice that he was prepared to talk on the motion all night if necessary.

Senator Sterling Forced to Yield

It was well toward eleven o'clock at night at the time and Senator Sterling saw the futility of attempting to get action on his motion. He consented to an adjournment with the understanding that his motion would come up for action at the beginning of the session on Monday. On Monday, Senator Reed got the floor on a point of order which he argued at length. His point of order was overruled and he took an appeal from the decision of the chair, discussion of which occupied further time.

Senator Edwards of New Jersey, another opponent of

the bill, joined in the filibuster and relieved Senator Reed, talking for an hour or more.

Senator Reed read numerous resolutions and statements by different organizations in opposition to the Cramton bill, while ostensibly discussing the appeal from the decision of the chair. He read a long protest from Dr. Martin H. Ittner and testimony of Dr. Ittner before the Senate judiciary committee, and also protests by A. P. Babcock & Company, perfumers of New York, and others.

Senator Sterling finally realized that the opposition was sufficiently well organized to hold the floor indefinitely and prevent a final vote on the bill. He realized, also, that if he was not able to get action within a reasonable time the Senate leaders would sidetrack the measure in order not to endanger the passage of other necessary legislation.

Accordingly, Senator Sterling, after conferences with other Senators announced that he would not press the matter further, but proposed to offer an amendment striking out all of the bill except the provisions placing the employees of the Prohibition Unit under civil service. It looked for a little while as though the bill might then be passed in that form, as Senator Reed seemed to have no objection and consented to withdraw his appeal from the decision of the chair and permit action on the Sterling amendment. There were other Senators, however, who objected even to the civil service provision. Senator Borah of Idaho, for example, denounced civil service as a fraud and Senator Caraway of Arkansas declared that the passage of the civil service provision would merely mean giving life jobs to present incompetent and crooked officials.

Bruce Gives Cramton Bill Its Knockout

Senator Bruce of Maryland about that time launched into a lengthy anti-prohibition speech. By the time he had finished it was necessary for the Senate to take up other matters and the Cramton bill was sidetracked. It was supposed that Senator Sterling would make an effort on Tuesday to call up the bill again with a view to the passage of the civil service provision but other legislation got the right of way. If the civil service provisions could have been passed the House would have concurred in Senate amendments and it would have been unnecessary for the bill to go to conference.

As matters turned out there never was an opportunity on the floor of the Senate for a discussion of proposed amendments to the Cramton bill. Senator Bayard of Delaware introduced amendments prepared by the Allied Committee of Alcohol Users creating a division of liquors in the Prohibition Bureau to take the place of the existing permit division. The division of liquors would have its authority limited to potable spirits. Ethyl, or pure grain, or taxpaid alcohol for medicinal and industrial purposes would be transferred from the permit division to the industrial alcohol division, under the Bayard amendments. The Bayard amendments were objectionable to the retail drug interests which disagreed with other groups of alcohol-using industries and had approved the Cramton bill as reported from the Senate Judiciary Committee.

Couzens Would Reorganize Prohibition Unit

In the closing days of the session Senator Couzens of Michigan, chairman of the Senate committee which has been investigating the Internal Revenue Bureau, introduced a bill embodying his ideas of a reorganization of prohibition enforcement. His bill provides for the separation of prohibition enforcement between two departments, the Department of Justice taking over the prohibitory and policing features and the Internal Revenue Bureau retaining the permissive features of the prohibition law and taxation administration. While the Couzens committee has not passed upon this particular bill, it is considered possible that it may recommend its adoption in its final report. Some of the industrial alcohol interests view cer-

tain provisions of the Couzens bill rather favorably, but it is understood to be opposed by officials of the Prohibition Unit.

Under the terms of the bill there could be denaturing plants only in connection with industrial alcohol distilleries.

The situation that has arisen as a result of the dispositions of smuggled or seized domestic alcohol without payment of tax is attempted to be met in the bill by a provision that any such alcohol sold by a United States marshal shall not be sold at less than the amount of tax applying on like alcohol legitimately made and disposed of.

Counterfeiting of alcohol permits and physicians' prescriptions is heavily penalized in the Couzens bill.

The war time prohibition law is repealed, as its retention on the statute books is believed to be obsolete and confusing.

Provision is made for a continuing permit for physicians and pharmacists, instead of annual permits, the continuing one not to be transferable and to hold unless revoked for cause. Under the system of annual permits, it is said, prohibition officials and the alcohol trades have to spend too much time on red tape matters. Inspections are regular, it is said, thus putting permittees on notice when to expect government agents, whereas under a continuing permit system there would be irregular inspections.

The bill provides that bonds under section 6, title 2, of the bill are forfeiture bonds. There has been a question whether such bonds are penalty bonds or forfeiture bonds, but it is said that recent decisions indicate they are forfeiture bonds and the prohibition unit has looked upon them as forfeiture bonds.

The power of subpoena is given the prohibition commissioner or director in proceedings for revocation of a permit by the terms of the bill. Absence of such power now is said to embarrass the authorities under the law. It is provided that the Attorney General, as well as the Secretary of the Treasury, shall approve offers of compromise on civil penalties before they become effective. The Attorney General and the Internal Revenue Commissioner would be compelled to co-operate in enforcement of the law under the terms of the bill. Civil service would be applied to prohibition agents and officials.

Provision is made for protecting an automobile, boat or vehicle seized in contraband traffic from being ruined or destroyed while being used under bond given by the person accused. The bill provides that bond for double the value of the vehicle shall be given under such circumstances and that the accused shall be liable to be compelled to forfeit the value of the vehicle, as appraised at the time of its seizure, when it is eventually surrendered to the government upon the guilt of the accused being determined.

Crounse Says Bill Would Have Lost on a Vote

W. L. Crounse of the National Wholesale Druggists' Association in a statement reviewed events of the long drawn out fight against the Cramton bill. He criticized the interests which failed to continue in the fight against the measure.

"It was a matter of the greatest possible satisfaction to me that so many of the more intelligent and progressive men in the Senate came promptly to the assistance of the alcohol-using industries as soon as they were made acquainted with the true character of the Cramton bill," said Mr. Crounse. "It will probably surprise Wayne B. Wheeler, the chief lobbyist of the Anti-Saloon League, to learn that we had not less than a dozen letters from the most conservative members of the Senate on both sides of the chamber not only promising their own support to our movement but confidently predicting that the Cramton bill would be defeated on a yea and nay vote.

"This indicates a tremendous over-turn of sentiment in the Senate but is in line with the educational campaign that has been going on throughout the past year.

"It was most unfortunate that in this fight certain of the drug interests abandoned their opposition to the bill. This action was foreshadowed when an attempt was made by certain parties prior to the convening of Congress to reach an understanding with Wayne B. Wheeler for a compromise. The statement made during the sessions of

the Drug Trade Conference that 'Wayne B. Wheeler can pass this bill whenever he pleases and in whatever form he desires,' obviously has not been justified by the outcome.

"The amendments added to the Cramton bill by the Senate Judiciary Committee at the instance of certain interests were so inexpertly drawn that to the experienced eye they threatened the complete destruction of the present system of supervising the manufacture, distribution and use of alcohol, etc., and especially would have made it impracticable, if not impossible, for the industrial alcohol and chemical division to function. This fact was promptly recognized by officials of the Prohibition Unit and Judge J. J. Britt, chief counsel for the prohibition commissioner, and Dr. Doran, head of the industrial alcohol and chemical division, protested to Senator Sterling that the adoption of the amendment would make radical changes in the bureau of a highly objectionable character. For reasons of his own, Senator Sterling declined to call his subcommittee together to hear Judge Britt and Dr. Doran and contented himself by making a single verbal change of on consequence in the obnoxious amendment.

"The final episode in the fight was thoroughly characteristic. On the day before Congress adjourned, Wayne B. Wheeler took a seat beside me in the Senate gallery while the Cramton bill was under discussion, told me that he was not 'wedded to any particular set of amendments,' and offered to have the committee amendments thrown out and those offered by the Allied Committee of Alcohol Users and introduced by Senator Bayard accepted in their place if further opposition to the passage of the bill would be withdrawn. I told Mr. Wheeler that I was much too familiar with his tactics to make any deal with him, that the bill was beaten and that he was wasting his time in trying to sell out his allies to me.

"Mr. Wheeler then withdrew, but in encountering James P. McGovern made a similar suggestion, which Mr. McGovern indignantly rejected. It may be well for the gentlemen who opened negotiations with Mr. Wheeler before the fight to learn that when the crisis came and he thought he might turn the situation to his advantage, the chief lobbyist of the Anti-Saloon League was quite willing to throw his former allies overboard in the hope of passing his bill. It is difficult for me to understand how, after our experience in the House where Wheeler was the constant adviser and coach of Cramton, any one would have trusted him to keep faith in the Senate, especially as it was apparent to every experienced person that Wheeler conceded amendments solely for the purpose of getting the bill through the Senate and was in position to have them thrown out in conference. In fact, before the bill could be taken up for action on the floor of the Senate, Deets Pickett, research secretary of the Board of Temperance, Prohibition and Public Morals of the Methodist Church and a side partner of Wayne B. Wheeler, issued a printed appeal in the official organ of the board, urging the Senate to strike out the amendment to the Cramton bill creating a Board of Review to hear appeals from decisions of the prohibition commissioner.

"Mr. Wheeler left me with the threat that he would be back again with the Cramton bill in the new Congress. I trust that in this connection he will not forget that when Senator Sterling, discredited and beaten, threw up his hands on the floor of the Senate and urged that something be saved from the wreck of the Cramton bill by the passage of section 3 placing the Prohibition Unit under the civil service, he was greeted by a storm of protests led by such men as Senator Borah of Idaho on the Republican side and Caraway of Arkansas, Democrat, and one of the driest of the dries."

With the defeat of the Cramton bill Prohibition Commissioner Haynes continues to hold office as head of the Prohibition Unit of the Internal Revenue Bureau. There were reports some time ago that he would be displaced in the event of the passage of the Cramton bill, a new official being placed in charge of the prohibition bureau. The situation now seems to be that he will continue in office for the present at least, President Coolidge and Secretary Mellon having no plan to supplant him in the im-

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COOLIDGE ACTS TO HARMONIZE TARIFF COMMISSION

President Receives Report of Inquiry Asked by Raw Materials Bureau;

Aromatic Synthetic Imports Continue to Show a Decrease in Quantities

WASHINGTON, March 16.—President Coolidge has commenced a reorganization of the Tariff Commission by naming Alfred P. Dennis as a Democratic member to succeed David J. Lewis. Mr. Dennis, who like Mr. Lewis is from Maryland, has been associated in recent years with the Department of Commerce as commercial attache in London and Rome and special representative of Secretary Hoover in various foreign investigations. Previously he was a college professor and became intimately acquainted with President Coolidge as professor at Smith College, Northampton, Mass.

The appointment is regarded as a personal one by the President, but Mr. Dennis was fortified with the endorsement of Secretary Hoover and of Senator Bruce of Maryland, a conservative Democrat. Under the law it was necessary to name a Democrat in place of Mr. Lewis, the law requiring that not more than three members out of the six shall belong to one political party. The significance of the change is that Mr. Dennis is regarded as a conservative Democrat, whereas Mr. Lewis was a radical and was one of the faction which followed the leadership of Vice-Chairman W. S. Culbertson, low tariff Republican.

Will Promote Harmony in Commission

The impression seems to be that Mr. Dennis will be able to work in harmony with the protectionist Republicans on the commission to such an extent as gradually to eliminate the controversies which have prevented the commission from functioning with any degree of effectiveness during the last two years. This does not mean necessarily that Mr. Dennis will adopt the Republican view of tariff policies, but that in methods of procedure and methods of ascertaining costs he will be able to find a common ground with those who represent the administration view on the commission. The two factions on the commission heretofore never have been able to agree even upon methods of computing costs, the protectionist group contending that the Culbertson group invariably has adopted such a method as will tend to show that present duties are excessive.

Further changes in the membership of the Tariff Commission are believed to be likely. There will be a number of changes in diplomatic posts in the near future, and it would not be surprising if President Coolidge appointed Mr. Culbertson as Minister either to some South American country or to China. William Burgess, one of the two protectionist Republicans on the commission, has indicated a desire to retire at some future date, but probably will not withdraw during the next few months.

Recommendations on Linseed Oil Duties

The latest report to be submitted by the Tariff Commission to the President relates to the investigation of duties on linseed oil. As usual two sets of recommendations were presented, both of which are said to provide for a reduction in duty.

According to gossip the protectionist faction proposed a reduction from the equivalent of about 25 cents per gallon to 23½ cents per gallon, while the Culbertson faction suggested a reduction to 18 cents per gallon. The present rate of duty is 33-10 cents per pound, which is equivalent to nearly 25 cents per gallon. The investigation was made upon the application of the Bureau of Raw Materials for American Vegetable Oils and Fats Industries.

John B. Gordon, Washington representative of the Raw Materials Bureau, has expressed satisfaction with the recommendations understood to have been made to the President.

"If there is a basis of fact in the current rumors to the effect that the lowest rate of reduction recommended by the United States Tariff Commission to President Coolidge is in the vicinity of 18 or 19 cents per gallon this doubtless will be satisfactory to all concerned—even the crushers of flaxseed who opposed the Bureau of Raw Materials' petition," said Mr. Gordon.

"Consuming interests were hopeful that the rate of reduction would be sufficient to bring the duty to fifteen cents per gallon, but if the findings of the Tariff Commission justify no lower than 18½ cents per gallon (this is an average of the low figures as circulated in local gossip) as the new duty, then the consumers will be satisfied as they have at no time had a desire to reduce the linseed oil duty to a point where the domestic crusher of flaxseed would be unduly embarrassed by foreign competition. But the consumers want competition with imported oil, which competition does not now exist.

"It is our feeling that a duty of 18 or 19 cents per gallon would be eminently satisfactory to even the crushers of flaxseed for the simple reason that it is the same relative rate of duty as existed in the Payne-Aldrich tariff. The protection accorded in the Payne-Aldrich act was always enthusiastically indorsed by the crushers of flaxseed and when the tariff act of 1922 was first up for discussion they appeared before the ways and means committee and recommended that the Payne-Aldrich rates of duty be put into effect as a substitute for the rates of duty in the emergency tariff act then in effect."

President Coolidge has continued to remain silent relative to sugar duties. It is accepted as a fact that the President has no intention of reducing duties. The only question is whether he will make a public explanation of his position.

The Tariff Commission has not as yet arranged for public hearings in the investigation of duties on vegetable oils. Experts who compiled cost figures in this country and abroad are still at work compiling their information. Hearings are likely within the next two or three months. It is probable, however, that no final decision in this case, which involves duties on cottonseed, peanut, coconut and soya bean oil, will be made before fall.

May Stop Giving Advice to Importers

Treasury officials are considering the abolishment of the practice by which importers obtain advisory information from customs appraisers prior to filing entry papers on values. Twice before the question has been before customs authorities here, but the Treasury has declined on each occasion to order its elimination. Treasury officials are in a mood to compel abandonment of the long standing practice on the ground that the present tariff law permits the obtaining of refunds on abatement or penalty with ease when proper showing is made. They hold, too, although information received by them is admittedly incomplete, that the practice may breed irregularities.

In an effort to obtain all phases of the argument for and against the practice, Assistant Secretary Moss has sent out numerous letters to importers, domestic manufacturers and customs officials in various ports. He intends later also to give an opportunity for expression of the various views in a hearing.

Plans of the Treasury so far contemplate that if the order to eliminate the practice and forbid the appraisers from giving the advisory information is issued, its application will be general. In pre-war days, restrictions and limitations were thrown about the number and kind of commodities to which the practice might be applied.

Bay Oil and Bay Rum in Virgin Islands

A consular report declares that the "finest bay oil and bay rum in the world" come from the islands of St. John and St. Thomas of the Virgin group. The industry, however, is unorganized and has never been exploited to its

fullest extent. Properly developed it would add greatly to the annual wealth of the islands. The export trade is practically monopolized by the British. Shipments of bay rum from the Virgin Islands to the United States for the calendar year 1922 amounted to 13,136 gallons, valued at \$23,851. The trade of the islands is treated as domestic trade with the United States the total value of bay rum exported from the Virgin Islands in 1922 amounted to \$70,875.

Synthetic Aromatic Imports Smaller

Imports of synthetic aromatic chemicals in February totaled 5,088 pounds, valued at \$18,875, as compared with 6,645 pounds, valued at \$26,831 in January. This is less than half the monthly average since October last.

The monthly tabulation of imports of synthetic aromatic chemicals of coal tar origin follows:

Name of Chemical	Quantity		In-voice Value	Per Cent by Country of Shipment
	Pounds	Ounces		
Amyl salicylate.....	100	Holland, 100%
Benzaldehyde (c.).....	100	Holland, 100%
Benzophenone (c.).....	100	Holland, 100%
Benzyl acetate.....	352	Holland, 100%
Benzyl alcohol.....	125	Holland, 100%
Benzyl benzoate (c.)....	398	11	...	Germany, 83%
				Holland, 13%
Benzyl butyrate (c.)....	2	France, 4%
Coumarin (c.).....	150	France, 100%
Crataegon.....	300	Switzerland, 100%
Dimethyl phenyl carbinol (n. c.).....	7	Germany, 100%
Diphenyloxide.....	88	France, 100%
Gardenal (Chicago).....	77	Holland, 100%
Heliotropine (c.).....	360	..	\$441	Holland, 58%
				Switzerland, 42%
Hyacinth (c.).....	50	Holland, 100%
Methyl acetophenone (c.)..	11	France, 100%
Methyl anthranilate (c.)..	100	Holland, 100%
Methyl cinnamate (c.)....	10	Holland, 100%
Methyl methyl anthranilate (c.).....	12	France, 100%
Methyl paracresol (c.)....	2	France, 100%
				Switzerland, 73%
Musk ambrette (n. c.)...	341	..	1,929	Holland, 23%
				France, 4%
Musk ketone (n. c.)....	386	..	3,358	France, 46%
				Holland, 28%
				Switzerland, 26%
Musk xylene (n. c.)....	921	..	1,906	Holland, 88%
				Germany, 12%
Metacresol acetate (c.)...	2	France, 100%
Neroline (b-Naphthol ethyl ether) (c.).....	19	France, 100%
Oleo musk (n. c.).....	352	Holland, 100%
Paracresol acetate (c.)...	2	France, 100%
Phenyl acetic aldehyde (c.)..	50	Holland, 100%
Phenyl ethyl acetate (c.)..	22	Germany, 100%
				Holland, 53%
Phenyl ethyl alcohol (c.)..	602	..	1,416	Germany, 20%
				Switzerland, 19%
				France, 8%
Phenyl ethyl benzoate (c.)	2	France, 100%
Phenyl ethyl butyrate (c.)	2	France, 100%
Phenyl ethyl formate (c.)	2	8	...	France, 100%
Phenyl ethyl propionate (c.)	25	Holland, 100%
Phenylpropyl alcohol (c.)	3	France, 67%
				Switzerland, 33%
Vanillin.....	2	Germany, 100%

(n. c.) Non-competitive.
(c.) Competitive.

A Government Guide to Good Packing

Every exporter in the United States is interested in a possible saving in handling export shipments. There is a loss of millions of dollars each year through carelessness or injudicious packing which invites pilferage and results in breakage and other destruction. This is a tax on industry which all those sharing in the distributive process should join forces to eliminate. The best packing methods employed in American industry are described in "Packing for Foreign Markets," which summarizes the results of an exhaustive, nation-wide investigation covering all phases of the packing problem. This publication should be in the hands of every American exporter. It is obtainable for \$1.25 from the Superintendent of Documents, Government Printing Office, Washington, D. C., or from any of the District or Co-operative Offices of the United States Department of Commerce.

FEDERAL TRADE BOARD ACTIVITIES

WASHINGTON, March 16.—William E. Humphrey, former Representative from the State of Washington, has taken his seat in the Federal Trade Commission, succeeding Nelson B. Gaskill. Some opposition appeared in the Senate to the confirmation of Mr. Humphrey, who is a conservative Republican and has had connections with large business interests in the West as an attorney. His nomination was confirmed, however, by a vote of 45 to 10.

The Federal Trade Commission is now composed of Chairman Van Fleet, Commissioners Humphrey and Hunt, Republicans, and Commissioners Thompson and Nugent, Democrats.

Moving for Modification of Trade Board Law

More than thirty trade associations were represented at a conference held during the past month in Washington in connection with the Wadsworth-Williams bill amending the federal trade commission act in such a manner as to change the policy and procedure of the commission. While nothing was done with respect to the bill in the last Congress these organizations propose to advocate actively its approval in the next session.

The change in procedure provided for in the Wadsworth-Williams bill consists in authorizing the commission "to prevent the use of unfair methods of competition in commerce by persons, partnerships, or corporations." Under existing law the commission is empowered to "prevent persons, partnerships, or corporations, from using unfair methods of competition." The effect of the proposed change will be to prevent the Federal Trade Commission from prosecuting persons, partnerships, or corporations upon ex-parte investigations and complaints and enable respondents to have their cases adjudicated at informal hearings without being put to the expense, or trouble, of long and tedious litigation. If the law is changed as proposed, respondents will be permitted to appear before the commission and be spared formal complaint proceedings if they can satisfactorily explain the unfair practices charged, or agree to desist.

Complaint Against Royal Soap Co.

The Federal Trade Commission has issued a complaint charging misbranding and misrepresentation in the marketing of toilet soap against F. Burkhalter, doing business as the Royal Soap Company, of Kansas City, Mo.

The respondent, according to the complaint, causes to be stamped upon each cake and printed on each wrapper of his soap the words "Royal Medicated Cuticle Doctor Soap." In soliciting dealers, respondent represents the soap as medicated, containing various ingredients having a curative and healing effect upon human skin, and to be a high grade toilet soap of regular twenty-five cent value.

Further, it is charged, respondent upon making a sale causes to be inserted in the newspapers of general circulation in the dealer's community advertisements containing these statements.

The commission charged that respondent's soap is neither medicated nor of the value of twenty-five cents, but is of the reasonable value of ten cents a cake, and is habitually sold to dealers to retail at the latter price.

These practices, the complaint alleges, divert business from respondent's competitors by misleading the purchasing public, and are unfair methods of competition.

Renewal of Trade-Mark Registration in Greece

A trade-mark registration in Greece is independent of its registration in the home country, according to the terms of a decree, dated January 13, 1925. It will, therefore, not be necessary that the Greek registration be renewed when that in the home country becomes renewable. Proof that a foreign registration is duly renewed on or before its expiration date is dispensed with and the registration in Greece will remain valid for the statutory term, 10 years.

The contrary interpretation of the Greek law with respect to the renewal of foreign trade-marks registered in Greece, which had been rendered by the legal council of the Ministry of National Economy, is considered void.

SURVEY OF FOREIGN TRADE TOILET GOODS FIELDS

Commerce Department Agents Make Timely Reports on Opportunities;
Some Valuable Hints for Our Manufacturers Who May Wish to Expand

EGYPT PRACTICALLY A VIRGIN FIELD FOR U. S. TOILET PREPARATIONS

A review of our trade possibilities in Egypt and the Anglo-Egyptian Sudan by Lloyd A. Nolan, of the Chemical Division of the Bureau of Foreign Commerce, shows that perfumes and toilet preparations are used in Egypt to about the same extent as in other countries. Total imports rose in value from £E112,851 in 1922 to £E116,253 during 1923. (In 1922 the £E1 was worth \$4.5427; in 1923, \$4.6921.) Cheap cosmetics of all kinds are popular with the native population, and no particular nationalistic preferences are expressed, except that European residents, who constitute the minority element, seem to prefer toilet preparations from their own countries.

France occupies the dominant position in the Egyptian market for perfumery and toilet preparations. Receipts from this source in 1923 were valued at £E82,737, compared with £E71,274 in 1922. These amounts represent about 70 per cent of the total trade. Germany's share dropped sharply from £E14,275 in 1922 to £E9,872 during 1923; the United Kingdom's advanced from £E9,302 to £E11,904; and the United States reached £E3,583 in 1922, and £E3,669 in 1923. This slight gain might be very much improved.

That the Egyptian market is practically virgin to many manufacturers of the United States is evident, when it is considered that the total American trade in this field amounts to but one-third of 1 per cent of Egypt's total imports of chemicals, and of such recorded trade 75 to 85 per cent consists of medicinal, pharmaceutical, perfumery, and toilet preparations. Furthermore, the United States not only is in a position to become the major supplier of these preparations, but its exportation of industrial chemicals, coal-tar products, and other commodities also should be very materially expanded through study and cultivation of this field.

Considering the character of the market and the quality of merchandise required, it is evident, according to the advices received by the Department of Commerce, that American manufacturers should cater to the major consuming demand, especially for prepared medicines and perfumes and toilet preparations. This assumption is based upon the success of the United in similar markets throughout the world, and it is believed that realization is primarily dependent upon exploitation. It is generally considered best to carry on business in this market through one agent or general importer, cooperating with him in maintaining spot stocks, and allowing commissions on all direct business. Advertising and demonstration work are very essential initially. As regards printed matter, it is not necessary, for the present at least, to have any in the native language.

Toiletry Outlook in Sweden Dubious

A survey of Sweden's trade by A. H. Swift, of the Department of Commerce's Chemical Division, shows that the 1922 production of perfumery and eau de cologne amounted to 1,527,000 crowns, and of cosmetics, toilet and mouth waters to 4,489,000. (A crown equals about 26.8 cents.) Compared with production, the imports of toilet preparations are small, only 888,000 crowns' worth having been received in 1922. Only 4 per cent of the total imports came from the United States, the most important of which were tooth powder and tooth paste. Germany furnished 38 per cent and France supplied 32 per cent of the total receipts of toilet preparations. The exports amounted to 10,482 kilos, valued at 69,000 crowns.

SWITZERLAND'S POSSIBILITIES FOR USING MORE GOODS FROM THIS COUNTRY

Lloyd A. Nolan, of the Chemical Division of the Department of Commerce, has prepared a survey of Switzerland's trade chances as affecting our readers from which these extracts will be found worth perusal. Switzerland, he says, is almost entirely dependent on foreign sources of raw materials for the manufacture of Swiss products. Of several chief groups in the Swiss import trade he mentions inorganic chemicals, perfumes and medicinal preparations as being subject to increase by United States manufacturers.

The export trade of Switzerland in chemical and allied products is very large, amounting to 118,386,000 francs in 1923, an increase of approximately 9 per cent over that of 1922. The principal items are dyestuffs and coal-tar products, perfumes and toilet preparations, inorganic chemicals and essential oils. In contrast to the small amounts of American chemical products supplied to Switzerland, the United States is a large purchaser of these commodities from Switzerland, taking \$2,206,951 worth in 1923—a decline, however, of 40 per cent from the 1922 total—one-half of which consisted of dyes and coal-tar products and one-tenth of perfume materials, medicinal and pharmaceutical preparations.

The imports of toilet preparations and perfumes into Switzerland amounted to 2,520,000 francs in 1923—an increase of 10 per cent over 1922. In contrast to the limited quantities of toilet preparations and perfumes imported, Switzerland exports considerable of these materials, amounting to 13,871,000 francs in 1923, compared with 11,163,000 francs in 1922. The value of this item imported into the United States from Switzerland decreased to \$202,190 in 1923, from \$438,613 in the preceding year.

Exports of perfumes and toilet preparations from the United States to Switzerland declined during 1923 to \$33,300, from \$40,289 in 1922. Increases, however, were registered for talcum powders, creams, rouges, cosmetics, and dentifrices, all of which represent only a comparatively trade.

Toilet requisites from the United States, including such articles as powders, toilet waters, and tooth-cleaning preparations, have a considerable sale in Switzerland, chiefly because these goods are kept before the public by constant and extensive advertising. It is believed that American products could command a more important place than they occupy at present in the Swiss market. Prices are sufficiently high to enable American goods to be sold and the stability of the Swiss currency is a favorable factor.

Receipts of medicinal preparations, drugs, and pharmaceuticals into Switzerland amounted to 9,033,000 francs in 1923, an increase of 33 per cent over 1922. Exports of this item in 1923 reached 9,901,000 francs, compared with 7,391,000 in 1922.

There is no prejudice against American medicinal and pharmaceutical products; in fact, there is a general feeling that foreign medicinal preparations are at least equal to those manufactured in Switzerland. Where American products are in use, they are much in favor, having the reputation for good quality and usually being put up in attractive containers. The gain in the imports of American medicinal preparations during 1923, while small in amount (\$17,883), represented approximately 35 per cent increase over the receipts of 1922. The increased advertising efforts of American manufacturers, especially of toothpastes and toothbrushes, are considered largely responsible for the advance.

The large dye factories are located at Basel, the center

of the Swiss chemical industry. Factories manufacturing pharmaceutical products are situated at Basel, St. Gall, Bern, and Aarau. Firms producing synthetic perfumes are found principally at Geneva, Nyon, Brugg, and Zurich.

American manufacturers, in developing this market, will find it preferable to make native connections. They should if possible procure representation by a responsible wholesale concern, one which is already acquainted with the trade and uses commercial travelers to make regular calls. An American exporter trying to enter the Swiss market, or in expanding existing business, should be prepared to do advertising and supply attractive counter and window displays for retailers, aside from maintaining the standard of uniform good quality of his goods.

CROUNSE SAYS BILL WOULD HAVE LOST

(Continued from Page 8)

mediate future. It is considered entirely possible, however, that a change will be made before many months have passed, for Senator Sterling, the mainstay of the Wheeler forces in the Senate, is out of office and "lame ducks" are always candidates for appointive offices.

In the meantime the Couzens Senatorial committee is continuing its investigation of the affairs of the Prohibition Unit as well as of the income tax division of the Internal Revenue Bureau. Under a resolution adopted by the Senate in its closing days, the life of the committee has been extended until June 1. At that time the inquiry must be ended and final recommendations will be prepared for submission to Congress next December.

Would Regulate Sale of Seized Smuggled Alcohol

Secretary of the Treasury Mellon has recommended the enactment of legislation to prevent the sale of seized smuggled alcohol or liquor without payment of internal revenue tax thereon. Industrial alcohol interests have protested against the policy carried out under Department of Justice rulings permitting the sale of seized alcohol non-taxpaid. The matter was called to the attention of Congress, and Chairman Green of the House Committee on Ways and Means, wrote to the Treasury Department asking for its views as to the necessity of legislation. The Treasury has held seized liquor taxable, but the Department of Justice has apparently paid no attention to the other department's attitude.

The Treasury has made objection to the Department of Justice ruling, Secretary Mellon says in a letter in reply to Mr. Green as follows:

"This department has uniformly held that under both the internal revenue laws and the prohibition laws no spirits sold under forfeiture may be finally withdrawn without the tax thereon being paid. However, I am advised that under a recent holding by the Department of Justice certain lots of spirits sold under order of court are being moved without tax thereon being paid, to which holding the Treasury Department has made objection.

"There may possibly be some doubt as to whether under existing internal revenue and prohibition laws the payment of tax in such cases may be demanded, and I therefore think it would be well if we had a statute providing that no spirits sold under forfeiture could be withdrawn unless the required tax thereon had been paid, excepting of course, those cases where withdrawal without payment of tax is authorized by existing law."

New Rule for Gauging Alcohol

Commissioner Blair has issued the following notice with reference to the gauging of alcohol:

"Hereafter all fractional parts of a gallon, less than one-tenth, will be disregarded in gauging alcohol at industrial alcohol plants, industrial alcohol bonded warehouses, and denaturing plants. For example, a package of 190 proof alcohol weighing 326½ pounds net will be reported on Form 1440 as containing 48.00 wine gallons, 91.20 proof gallons. A package of 190 proof alcohol weighing 340 pounds will be reported as containing 50.00 wine gallons, 95.00 proof gallons."

POSTAL RATE CHANGES APRIL 15

The Postal Salary Increase and Rate Act signed by President Coolidge on February 28, provides for rate changes in first, second, third and fourth class mail. Among the important changes in each of these different classes are the following:

First Class Mail: The rate on private mailing cards, formerly 1 cent each, has been changed to 2 cents.

Second Class Mail: No change has been made in the reading matter rate which continues at 1½ cents per pound to all zones. The rate changes under this division are to be made on advertising matter. The new and old rates are:

	New Rate	Old Rate		New Rate	Old Rate
	cents	cents		cents	cents
1st zone...	2	2	5th zone...	6	6
2nd zone...	2	2	6th zone...	6	7
3rd zone...	3	3	7th zone...	9	9
4th zone...	6	5	8th zone...	9	10

The rate on religious, educational, scientific, philanthropic, agricultural, labor or fraternal periodicals not published for profit, has been increased from 1¼ cents per pound to 1½ cents per pound for all zones for both reading and advertising matter. Transient second class which formerly paid 1 cent for each 4 ounces up to 4 pounds will now pay 2 cents for each 2 ounces up to 8 ounces, and then from there on will fall into fourth class mail.

Third Class Mail: Books, circulars, and other matter wholly in print (except second class matter), proof sheets, corrected proof sheets and manuscript copy accompanying same and merchandise will be charged under this classification at 1½ cents for each 2 ounces up to and including 8 ounces. Then such matter becomes fourth class mail.

It is also provided in this new law under third class mail that books, catalogues, seeds, cuttings, bulbs and plants shall be paid for at the rate of 1 cent for each two ounces up to and including 8 ounces. After that point such material comes under fourth class. It is difficult to determine exactly what the distinction is in these two divisions of third class mail on "books."

Fourth Class Mail: Under the new law all mail matter (except first and second class), weighing in excess of 8 ounces falls into fourth class. This is the parcel post division of the service. No change has been made in the existing zone rates on this class. The only increase is a 2-cent service charge on each package.

These revised rates become effective on April 15, 1925, and remain in force until changed. The law provides, however, for the formation of a Congress Commission of three Senators and three Representatives which will hold hearings on these rates, and which will report its recommendations as to whether or not they should be changed during the first week of the first regular session of the Sixty-ninth Congress in December.

New Postage Stamps Come With New Rates

President Harding's picture will appear again on United States postage stamps, beginning April 15, when the new postal rates go into effect. The same portrait which appeared on the Harding Memorial 2-cent stamps will be on the new 1½-cent stamps to be used in connection with the new rate on third class mail. The stamp will be printed in light brown. A 1½-cent stamped envelope bearing the present design with Washington's profile also is being prepared.

Three other new stamps will be the 15-cent special delivery stamp, bearing the same design as the present 10-cent special delivery, printed in light canary yellow color, and the 20-cent special delivery bearing the picture of a motor mail wagon standing before the Washington City Post Office. The 15-cent special delivery will be used on parcels from 2 to 10 pounds in weight and the 20-cent on parcels weighing more than 10 pounds.

A 25-cent "special handling" stamp, which under the new postal rate law will secure for parcels the same expeditious handling, transportation and delivery accorded to first-class mail, is being printed in plain blue.

ADVERTISING AS A NECESSARY ELEMENT IN SELLING

Growing Preference for Advertised Goods by Dealer and Consumer;
Old Fashioned Methods of Distribution Fast Vanishing from Trade

By LEROY FAIRMAN
New York Advertising and Merchandising Expert

The American manufacturer beats the world in enterprise, energy and ingenuity in getting after business. He pursues the prospective customer with every weapon known to modern salesmanship, and knows no rest until he lands him. But when the name is once inscribed on the dotted line and orders come in with satisfactory frequency, the intensity of his interest too often wanes. He is so busy getting after more customers that he ignores or neglects the customers he already has.

The manufacturer who sells through retailers may regard his customers in one of two ways. He may consider them as the ultimate objective of his business activities, which is the old-fashioned way; or he may regard them as warehouses or way stations for his goods, and take upon his own shoulders the task of moving the goods along into the hands of the consumer. That is the modern idea.

Retailer Formerly Had to Bear the Brunt

Thirty or forty years ago, when advertising was in its infancy, the manufacturer's interest and responsibility naturally ceased when he had sold his goods to the retailer. It was strictly up to the retailer to get rid of the goods; if he had bought merchandise which was not in demand, or bought too heavily, it was his own fault and his own affair. Any extra effort to move the goods must be his effort, and it did not occur to him to ask any assistance from the manufacturer from whom he bought them.

Many manufacturers are still doing business in this old-fashioned manner. They sell the dealer all they can of anything he will buy, and then fade out of the picture. They are all through with that dealer until such time as they can sell him something else. What happens in the meantime is, they assume, none of their affair.

When reproved for following this out of date and un-businesslike method, such a manufacturer will in most cases reply, "Well, I can't do any more than sell my customers a fine line of goods which are everything I claim for them. My business won't warrant the expense of advertising to consumers everywhere my goods are on sale. I haven't got the money."

"I haven't got the money" is a hard argument to answer. But it is nevertheless true that there's something wrong with the business of the manufacturer who hasn't got the money to advertise.

Treasury Sometimes is Unavoidably Short

In the upbuilding of a new business, and in cases of rapid growth or development along new lines, there are times when the treasury is so hard pressed that it is difficult, if not impossible, to squeeze out an advertising appropriation. This is pardonable if unforeseen—if contingencies have arisen which business foresight and forethought did not disclose in advance. But as a rule, careful planning of either the building of a new business or the maintenance and development of an established business

takes into consideration and provides for such contingencies, and the failure to allot suitable amounts of money for advertising is not excusable. Advertising should be planned for, as well as the costs of material, labor, overhead and administration.

Too often the trouble is that the goods are priced wrongly for advertising. In the toilet goods field, there should be a margin of 25 per cent in the selling price allotted for consumer advertising, and not to provide this margin in the beginning is to court trouble for the future. The manufacturer who says that he cannot do this should look around him and find out why. It is done; it is the method followed by successful manufacturers, and the man who can't do it has, in some respect or other, a faultily planned or badly managed business.

With this carefully guarded margin for consumer advertising, the manufacturer can back up his retailers, move the goods off their shelves, and stand an even chance of holding the customers he has been to such pains and expense to secure. Without it, he is almost at the mercy of the competitor who does advertise—who does keep his goods moving by sending buyers to the retailer instead of expecting that individual to create the demand as well as to meet it.

The weapon which the non-advertising manufacturer generally uses in competition with advertised goods is price. This weapon is two-edged; often it injures the user more than the enemy. We hear a great deal about the evils of price cutting, but the slashing of prices by the retailer is not nearly so vicious, so deplorable in its final effect, as price cutting by the manufacturer.

Makes a Difference as to Who Cuts the Price

When the dealer cuts the price of your 50-cent article to 39 cents, he reduces his normal profit 11 cents. He has his reasons, but never mind that. The fact is that he, not you, has made the cut. You have received your price for the goods, and your profit is intact.

But when you cut the price to the jobber or retailer, you have begun a bad business. You have set a precedent, and established a new price level. You have put your goods on the bargain counter once, and you will be expected to do it again. Your price is not \$8.40, but \$7.20—you quoted it once, and it will bob up to plague you forever after. The way to fight advertising is with advertising—not with price-cutting.

A familiar argument of the non-advertiser is that the public will not pay a price for his goods which will permit advertising. The answer is that if an article is worth advertising, the public will pay a price for it that will make advertising possible; and if an article is not worth advertising, it is not worth making. Its proper place is in the junk pile.

Consider this thought for a moment. You are in business, not so much for the purpose of making money this week or this year, but to build up something which will be per-

manently profitable. You want a business which, in time, will make a lot of money for you; which will take its place among the respected and honored enterprises of your city and your State; which will entitle you to occupy a place among citizens of solid worth and recognized achievement; which you can leave to your children as a source of income, a means of livelihood, and an institution to be carried on to still higher repute and greater prosperity as the years go by.

Can you achieve this purpose with products which have to meet advertised competition, but which cannot themselves be advertised? And if you, with your own hand at the helm, can't figure out a way to advertise your products, will anybody ever be able to do it?

Notwithstanding the fact that you see a refutation of the idea in every store window, many manufacturers cling to the ancient fallacy that advertising is an expense. They believe, or pretend to believe, that it adds to the cost; they preach that exploded doctrine whenever they have an opportunity.

New Era in Purchasing Methods

Theoretically, all expenditures which enter into the production and sale of goods add something to their cost. Yet expenditures are necessary—and you do not call your factory and your machinery an expense. If you can see your way clear to build a more modern factory, and install improved machinery, you do it—and you call the money you put into them an investment and not an expense. Why? Because such expenditures enable you to produce a better product at a lower production cost. You know that you will get your money back in the future, and make more profit than you could otherwise. What is true of a more modern factory and equipment is true of advertising.

Under modern conditions, a selling expense is as necessary as a manufacturing expense. In the olden days the merchant "went to market," to Boston, New York, Chicago or St. Louis from two to four times a year. He went from manufacturer to manufacturer, or from jobber to jobber, and selected the goods for his store, buying a three or six months' stock of such merchandise as in his judgment his community would purchase from him.

With the increase of population and the growth of competition, this method became to a great extent obsolete. The manufacturers and jobbers no longer waited for the merchant to come to them—they went to him. The "drummer," as he was then called, went forth with his trunk filled with samples, and called on the merchants in their own stores. The "drummer" became a fixture, and the selling expense entailed by his salary and expenses became a recognized part of the cost of doing business.

Advertising Now a Legitimate Selling Expense

Advertising is today a part of this selling expense. It keeps two jumps ahead of the traveling man, and sells the goods to the consumer before he sells them to the dealer. Instead of adding to the total selling expense, it actually reduces it.

As advertising increases sales and thereby increases production, it reduces all costs incident to the transaction. It needs no argument to prove that the bigger the production, the lower the production cost per item—every manufacturer knows that. But that advertising also reduces selling cost has only been proved beyond dispute within the last few years.

There are any number of actual instances now available to prove this to be a fact. The total selling cost, including advertising, of a large number of manufacturers has gone steadily downward since their advertising assumed national proportions, and the sales of some of them have grown so great that their vast advertising expenditures are but a tiny percentage of their volume of business and the smallest item in their selling expense.

You see Campbell's Soups advertised everywhere—their advertising costs are great—yet their total selling expense, including advertising, is less than 5 per cent. When the retail price of their goods is considered, it would be folly to state that advertising increases the price the consumer pays.

The advertising of Sun Maid Raisins has been very expensive, but their selling cost, including advertising, is only a little over 3 per cent.

The magazine advertising done by the Goodyear Tire & Rubber Company has been so lavish that it seems wasteful; yet it is less than two-thirds of 1 per cent of their sales.

The McCallum Hosiery Co., whose handsome pages in color are seen in so many national magazines, has an entire selling cost, including advertising, of 10 per cent.

The entire advertising appropriation of the Sherwin-Williams Co. is but 2 per cent. Westclox, whose full pages have been familiar features of the *Saturday Evening Post* for several years, have, since becoming national advertisers, reduced their sales costs 41 per cent.

Not all of us can aspire to sit in the seats of the mighty; we cannot all have factories which cover many acres, or look forward to using full pages in color in all the great national advertising mediums. But we can all study the signs of the times, and shape our courses accordingly.

Days of Simply Dumping Goods Are Passing

These signs show that the day when the manufacturer could dump his goods on the retailer's front steps and go away, leaving the problem of getting them into the consumer's hands behind him, is rapidly passing.

In every line of manufacture, advertised goods are now procurable. These will grow stronger as time goes by. The retailer knows that, all other things being equal, advertised goods give him quicker turnover with less selling effort. As advertisers study his problems and give him closer co-operation, he will incline more and more to the exclusion of non-advertised goods from his stock. Even now we hear of the establishment of stores—even of chains of stores—which carry none but advertised goods.

Consumers, in turn, are buying more advertised goods every year. They find them more reliable in quality, more attractively packed, more desirable in every way than the general run of unadvertised merchandise. They like the idea of the responsibility of a known manufacturer of national prominence behind the goods. They believe that, all things considered, the advertised article gives them the most for the money.

These are the signs of the times, and it is folly to ignore them.

Latest Code in Birthstones

Here is a revised list for birthstones: For the tourist, the Yellowstone; for the Irish, the Blarneystone; for the borrowers, the touchstone, and for most of us, the grindstone.—*Silent Partner*.

SOME EXPERIMENTS IN THE U. S. ON THE CULTIVATION OF *MENTHA ARVENSIS*, VAR. *PIPERASCENS*

By G. A. RUSSELL,

Formerly Expert in Bureau of Plant Industry, U. S. Department of Agriculture

Until recent years the establishment of a domestic source of menthol appears to have received but little attention. Changing conditions, however, have brought about changes in the attitude of interested persons, with the result that a serious attempt is now being made to introduce and to cultivate the mint from the oil of which natural menthol is obtained. During the last two years the Office of Drug Plant Investigations, of the Bureau of Plant Industry, United States Department of Agriculture, has been experimenting in the growing of this plant in several localities, and with promising results.

This particular variety of mint is known as *Mentha arvensis*, var. *piperascens*. It is not native to this country, but has long been cultivated in Japan and has become familiarly known under the name of Japanese peppermint. It is not, however, the plant generally known as peppermint, and the oil derived from it is not recognized in the U. S. Pharmacopeia or in the National Formulary. The United States Department of Agriculture has therefore ruled that this oil can not be substituted for the recognized oil of peppermint, derived from *Mentha piperita*, without appropriate labeling.¹

No information has been found relative to any domestic production of oil from *Mentha arvensis*, hence it is inferred that all this oil has heretofore been imported and that the plant has not been grown or distilled, at least to any appreciable extent, in this country. Its cultivation is therefore encouraged only as a source of natural menthol.

The first attempt to cultivate the so-called Japanese mint appears to have been made in Lynn, Massachusetts, where in June, 1885, Mr. J. W. Lynn set 50 plants and secured two crops the following year.²

What was done after that appears not to have been recorded. Other attempts have no doubt been made but have not been recorded or, if recorded, have escaped notice.

In December, 1919, the Department of Agriculture received in quarantine, direct from Japan, some roots of *Mentha arvensis*. These were kept under observation until April, 1921, when they were turned over to the office of Drug Plant Investigations. One plant lived, and from this plant cuttings were made during the winter of 1921-22. A number of plants were secured and placed in the experimental garden at Arlington, Va.

In the spring of 1923 considerable interest was manifested throughout the country in the growing of *M. arvensis*. Owing to this interest a campaign was undertaken looking to the commercial production of this mint.³

The activity of some of the growers of American mint resulted in the introduction of several lots of *M. arvensis*, but the ones discussed here are only those introduced by the Department of Agriculture or its cooperator, the Vick

Chemical Company. Several localities were selected for experimental work and plantings made in 1923. The localities selected included those where American peppermint is now being produced since it was apparent that farmers already familiar with growing mint of one or two varieties would be best qualified to introduce a new variety. The other localities selected were in regions south of Washington, D. C.

The results obtained in 1923 warranted more extended planting in 1924, and in this year the results have been so encouraging that commercial plantings will be made in 1925.

Cultivation

Mentha arvensis is planted, cultivated, harvested and distilled in practically the same manner as *Mentha piperita*. The ground is thoroughly prepared, furrows opened about 4 inches deep and the rhizomes laid in them end to end and covered with soil packed as seems advisable. The preliminary harrowing must be done with care in order not to disturb the roots of the growing plants. The young plants show up early in the spring and grow rapidly thereafter. Unlike *Mentha piperita*, *M. arvensis* does not send out an abundance of "runners." Its roots, which are numerous, are buried from 2 inches downward. Row cultivation with a corn cultivator is advisable until the plants produce roots that extend into the space between the rows. Hand weeding was found necessary, especially on muck soils where vegetative growth is very rapid. When it is desired to increase the plantings from a limited planting stock, young plants from 4 to 6 inches high can be "pulled" from the old bed and set in rows, spacing the plants about 15 inches apart in the row, the rows 3 feet apart. A dibble can be used in transplanting these young plants, and two men working together can pull and plant a great number in a day. When pulled the plants must have attached to them a piece of root stalk and must not be allowed to wilt. A good plan is to place the pulled plants in a bucket containing just enough water to cover the roots. Planting can then be made direct from the bucket. If allowed to wilt, which is a partial dehydration, the plants do not all recover and the percentage that lives will be less than if no wilting occurs.

Harvesting should take place when the mint is in full bloom. If harvested before that stage the plants yield an oil with lower menthol content. The difference in the menthol content of the oils which were distilled from budding plants and from those in full bloom amounted to 6.6 per cent. in favor of the latter. *Mentha arvensis* can be allowed to dry in the field without any appreciable loss in yield or quality of oil.

Distilling is done exactly as in the production of peppermint oil. The usual methods are followed, and under good working conditions the oil is distilled from the partially dry herb in about 30 minutes.

Yields and Quality of Oil

The experiments here recorded have been carried out with two strains of *Mentha arvensis*, labeled for convenience "M 2" and "M 5"; M 2 refers to the lot secured by the

¹United States Department of Agriculture. Service and Regulatory Announcements. Bureau of Chemistry, S. R. A. 25, Feb. 14, 1923.

²*The Chemist and Druggist*, Vol. 31, p. 73. (July 16, 1887).

³The Vick Chemical Company of Greensboro, N. C., under a memorandum of cooperation with the Bureau of Plant Industry, dated April 19, 1923, furnished funds to defray the necessary field and travel expenses.

TABLE I.—EXAMINATION OF OILS OF *MENTHA ARVENSIS* GROWN IN VARIOUS LOCALITIES

Lot	Location	Per cent oil in dry herb	Sp. Gr. at 25°C.	Index of refraction at 25°C.	(a) D 25°C. Deg. minus	Combined Menthol Percent	Free Menthol Percent	Total Menthol Percent
M2	Greensboro, N. C.	2.07	0.8961	1.4572	41.4	4.33	73.70	78.03
	Greensboro, N. C.	1.16	0.8982	1.4560	39.96	5.29	71.61	76.90
	Arlington, Va.	1.54	0.8974	1.4560	42.0	8.64	72.68	81.32
	Arlington, Va.	1.444	0.8974	1.4556	41.39	7.24	71.36	78.60
	Seneca Falls, N. Y.	1.30	0.8963	1.4555	42.0	5.29	77.61	82.96
	Seneca Falls, N. Y.	0.869	0.8964	1.4556	43.44	7.24	68.00	75.20
M5	South Bend, Ind.	1.47	0.8963	1.4578	42.9	5.71	77.73	83.44
	South Bend, Ind.	...	0.8961	1.4560	39.79	7.98	72.89	80.87
	Greensboro, N. C.	1.91	0.8963	1.4569	42.0	8.65	65.51	74.16
	Greensboro, N. C.	1.655	0.8960	1.4545	39.28	4.51	62.63	67.14
	Arlington, Va.	1.69	0.8962	1.4545	41.1	8.08	62.14	70.22
	Arlington, Va.	1.20	0.8959	1.4540	42.68	10.17	59.45	69.62

*This crop was cut in 1924 before full bloom.
All oils without acidity and all soluble in 2 vols. of 70 per cent alcohol.

Department of Agriculture in 1919 and M 5 to the lot secured by the Vick Chemical Company and turned over to the Department of Agriculture in 1923. Both strains were identified by the botanists of the Department as *Mentha arvensis*.

As is usual in experimental work, the strains were kept separate in the trial plantings. No botanical differences were noticeable during growth nor at the time of flowering. When the oils were distilled and examined that from lot M 2 was found to yield more menthol than from lot M 5. This was not entirely unexpected, and it was found to hold true in every locality where both lots were planted. The differences appear in the figures as given in Table 1.



AN EXPERIMENTAL AREA OF *MENTHA ARVENSIS*,
NEAR SOUTH BEND, INDIANA.

It was found that mint grown in the south did not produce as much menthol as that grown further north. The menthol content was noticeably greater with the change in latitude, as shown by the following:

The oil from lot M 2 grown at Florence, S. C., in 1923, had a total menthol content of 75.81 per cent; at Greensboro, N. C., 78.03 per cent; at Arlington, Va., 81.32 per cent; at Seneca Falls, N. Y., 82.90 per cent, and at South Bend, Ind., 83.44 per cent. Other factors being equal, there is a decided advantage in growing this mint in northern locations.

The results of typical yields and analyses are given in Table 1. The first line gives the results of 1923, the second those of 1924. These results are from plots where two successive crops were secured without replanting.

The results as presented in Table 1 show that the oils examined possess physical and chemical constants agreeing

with those published on oil of *Mentha arvensis*. The amount of menthol present is encouraging. From this table the fact is apparent that lot M 2 yields an oil considerably richer in menthol than lot M 5.

Yields per Acre

Only a few acres of *Mentha arvensis* have been grown experimentally. Nevertheless, a fairly accurate idea can be had of the yield of herb and oil which may be expected. The plots under cultivation varied in extent from one acre to one square rod. It is extremely difficult to calculate accurately acreage yields from plots as small as the latter, hence the returns from the smaller plots have not been included in the calculations on acreage yields. In all, 32 plots were harvested and returns calculated on the acre basis. These plots, considered as units, yielded on an acre basis from 15,000 to 1,800 pounds of fresh herb. The yield of oil per acre varied from 60 pounds to 5 pounds. These variations may be due, at least in part, to varying conditions of soil, climate, geographic location, time of planting, fertilization, cultivation and numerous other factors. Eliminating the small plots and averaging the returns from the large plots only, the yield of oil was 30 pounds per acre. This yield is considered very encouraging.

Diseases and Pests

After harvest, the roots in some localities were found to be affected with a rot. This rot, however, did not cut down the crop in the year following its appearance. It has not yet been studied by a pathologist, but its presence does not thus far appear to be detrimental to the crop.

Cut worms, which are usually active where plantings are made near a grass plot, have destroyed a few plants each spring, but their activities have not been very great, and as yet they have caused no appreciable diminution in the stand of plants.

A small beetle has been prevalent on certain plots in North Carolina. This beetle eats holes in the leaves, thereby cutting down the amount of the oil-producing area of the plant. Its ravages, however, were not serious. It appeared only in 1924, and it is not anticipated that it will cause serious trouble.

Conclusions

No attempt is made to draw definite conclusions. The outlook, however, is promising for the successful cultivation of *Mentha arvensis* in this country. The results of the experiments here recorded indicate that this mint can be grown and handled in a manner similar to that used in growing peppermint and spearmint, and that the returns in oil per acre will be about the same as the average yield for peppermint in the producing areas of Indiana and Michigan.

PROCESS FOR PEARLY VANISHING CREAMS

Simple Method for Producing Brilliant Luster in the Finished Product;
Difficulties Encountered and Ways Suggested for Solving Problems

By WILLIAM A. POUCHER, Ph. C., London, Eng.

Author of "Perfumes and Cosmetics."

Vanishing creams have a great vogue at the moment. As a class they constitute one of the most reassured accessories of the toilet and it is doubtful if, in recent years, any other single cosmetic has played so important a role in enhancing the complexions of the fair sex.

The use of stearates in face powders has perhaps lessened the necessity of a prior application of vanishing cream but in spite of this greater adherence of modern powders, many ladies use a cream on account of the finer matt appearance which it imparts to the skin.

Many of the vanishing creams on the market are far from elegant—the packing and get up is often marred by the contents. Some products are hard and almost ointment-like in consistence. Their sale does not run into thousands of grosses a year and sooner or later no one will buy them.

Ladies Prefer Creamlike Mixtures

When a lady enters a shop for the purpose of purchasing a pot of face cream and is shown two samples, the one hard and the other soft, she invariably buys the soft one (all other things being equal) because it is easier to manipulate and it is also more "creamlike" in consistency. Further, when a lady is shown two soft creams, the one dull and the other having a satiny appearance, she invariably buys the latter.

Let us now investigate this question with a view to ascertaining the most satisfactory means of attaining the ideal product.

The hardest soap creams are generally made with soda, as hydroxide or carbonate, and direct saponification with these should therefore be avoided. The only point in favor of this alkali is that creams made with it are generally very stable.

The softest vanishing creams come with the use of excess of liquid ammonia; traces however with expert manipulation yield quite good products. Best results follow the employment of potash. The alkali, as carbonate, is much used but the risk of a bubbly cream is eliminated by the use of commercial potassium hydroxide, varying in strength from 70 to 65 per cent KOH.

Purity Essential to Perfect Results

It is scarcely necessary to mention that for perfect results the use of the purest and at least odorless stearic acid is imperative.

Manipulation undoubtedly influences the consistency of vanishing creams, but this alone will not produce a silvery sheen—it will, however, give a slight pearliness.

All kinds of things have been recommended as a solution of this problem and not least important of these are liquid paraffin and castor oil. Some authorities argue that they act as a kind of catalyst, while others state that a film of infinitesimal thickness surrounds each particle of unsaponified stearic acid and thus produces an unusual

lustre. These substances probably have their use but pearliness can be induced quite easily without them—in fact the simpler the formula and process, the better. Before going further with this question let us try to decide exactly what the satiny appearance is due to and then we shall be able more easily to arrive at the method of attaining it. It will have been observed that commercially pure stearic acid has a fine crystalline structure which exhibits an extraordinary amount of luster, and furthermore that this phenomenon is especially noticeable in the fatty acid prepared by the saponification process rather than by distillation. Our problem would therefore appear to resolve itself into finding a suitable method for the suspension of microscopic crystals of stearic acid in an aqueous medium, the operation being conducted at such a temperature that on cooling the whole will set to a soft creamy mass.

There is nothing better for this purpose than pure curd soap. The quantity indicated in the following formula is dissolved in hot water and brought to 100° C. The fatty acid is melted and the soap solution poured in while briskly stirring. This is continued until cold and the pearly appearance will develop in about 24 hours.

Stearic Acid	200 gr.
Curd Soap	50 —
Water	800 cc.

This is the simplest way of producing a brilliant lustre and by avoiding the use of direct alkali, the stearic acid, while undoubtedly emulsified, does not seem to be in such a fine state of subdivision, which might possibly account for the extraordinary pearliness of the product.

Disadvantages and How to Overcome Them

This method does not yield a really satisfactory vanishing cream for two reasons:

1. It rolls very badly on the skin and will not disappear.
2. It has tendency to become dry in the pot.

These are disadvantages which cannot be associated with a superior product and must therefore be overcome. A means for partially eliminating them is found by replacing the curd soap with soft soap and by using double the weight. Cheap *sapo molle* will not give the best results—these are obtained with a soap made according to the following formula:

Olive Oil	1,000 gr.
KOH 85%	200 —
Distilled Water	1,000 cc.
Industrial Spirit	200 —

The oil is heated in a steam pan to 80° C. and the alkali dissolved in water at the same temperature. The latter is poured gradually into the former while being stirred and the alcohol added a little at a time. The temperature is raised to 85° C. at which point saponification takes place, and the whole congeals into a transparent gelatinous mass. By using this soap and proceeding as above—

still without direct alkali—a very nice cream is produced. It is superior to the first in that it does not dry so rapidly but it rolls slightly. In appearance it is more satiny.

From this it may be deduced that the presence of an oleate is desirable when a superior cream is required. There is, however, no reason why it should not enter the cream as acid, providing that acid is obtained in a fairly pure state. Commercial oleic acid must be avoided as its rancid odor is extremely difficult to cover, and in time will spoil the perfume. Commercially pure oleic acid is accessible and can be used in conjunction with direct alkali—which process is the one in general use.

The most perfect results are obtained by this method and a very fine subdivision of the emulsified stearic acid is obtained.

Potash is the most suitable alkali.

The sheen develops in direct ratio to the percentage of oleic acid used: One per cent yields a pearliness; two per cent gives a satiny appearance.

Four per cent produces a cream having an appearance approximating closely to that of powdered aluminium. The ideal formula will therefore read as below:

Stearic Acid	200 gr.
Oleic Acid	40 —
Potassium Hydroxide	10 —
Water	800 cc.

The fatty acids are melted together and the hot solution of alkali poured in while the whole is briskly stirred and the heat maintained. The agitation is continued while cooling and until a creamy product results. The perfume is then added.

Providing the room is not too cold, the sheen will have developed overnight. If the temperature falls too low, the cream is again slightly warmed and stirred with a perfect product as the result.

Oil of Citronella

The cultivation and properties of Ceylon and Java citronella oil are discussed in a recent issue of *La Revue de la Parfumerie*, Paris. Much greater care is devoted to the culture of citronella grass of the Java variety than to the Ceylon plant. The main crop is picked in July and August in both regions, and a smaller crop in December or January. The grass is dried carefully, and then distilled in a current of steam, without the addition of water. Maximum production is attained in a three-year-old plantation, and averages about eighty pounds per acre per year.

Dr. J. Helle has studied the composition of citronella oil, finding limonene, dipentene and camphene, sesquiterpenes, the alcohols geraniol, citronellol, linalool and borneol and their acetic and valeric esters, citronellal, methylheptenone and methyl eugenol.

Oil of citronella is often adulterated with kerosene, fatty oils or petroleum. The specific gravity, solubility in 80% alcohol and acetylation value will reveal these. Java citronella is sometimes adulterated with a bitter tasting fatty oil of unknown origin, which can be detected by examining the non-volatile residue of the oil. This should be thick and resinous; if waxy, with traces of crystals, adulteration is indicated.

Should Not Write on Both Sides of the Paper

Ardupp: "I say old man, will you indorse a note for me?" Editor: "I'm sorry, but my professional training forbids me to have anything to do with paper written on both sides."—*Answers, London.*

NOTES ON MUSK XYLOL

The importance of artificial musk to the perfumer and soap maker of today will perhaps make welcome a few notes from a research laboratory that has studied the nature and use of musk xylol.

Musk xylol as found in the open market is not always a pure product and melting point determinations of representative samples show considerable variation. There are two impurities most commonly met with; one is a powder, apparently some dinitrated body, of no value, which can be easily detected by the sharp lowering in melting point that it causes; the other impurity is trinitro xylol, a crystalline body and one likely to give trouble in the finished product. Trinitro xylol is but slightly soluble in alcohol and where the musk is used in alcohol it will often happen that the trinitro xylol, crystallizing slowly on standing a while, will cause the extract to become cloudy and fine needle-like crystals separate out.

The following analytical tests will determine accurately the purity of musk xylol:

Melting Point.....112°-113° C.
Solubility at 15° C.:

Solvent	Proportions
Ethyl alcohol 95%.....	6 grams per litre
Diethyl phthalate.....	135 grams per litre
Benzyl benzoate.....	280 grams per litre

Note: Musk used in solution in the above proportions should leave no sediment.

To determine the presence of trinitro xylol, use is made of the fact that the latter is insoluble in cold pure benzol:

Dissolve 5 grams musk xylol in 5 grams cold benzol keeping tube or bottle well corked to prevent evaporation of benzol. Under these conditions 100% musk xylol is completely soluble and any sediment shows the presence of trinitro xylol.

It is hoped that these few notes will be of interest to users of artificial musk.

Spain's Essential Oil Industry

The firm of Schimmel & Co. report as follows regarding the state of the Spanish essential oil industry in 1924: The chief centers are the provinces of Huelva (eucalyptus, myrtle and thyme oil), Seville (eucalyptus, lavender, myrtle, fennel, thyme oil), Cadiz (pennyroyal oil), Coedoba (neroli oil), Malaga (rosemary oil), Granada (rosemary, sage, spike, fennel, *Artemisia glutinosa*, and thyme oils), Albacete (rosemary and spike oil), Valencia (pomegranate, petit-grain oil), Mancha (anisod oil), Guadalajara (spike, rosemary, etc., oil), Cestellon (rosemary and betony oil), and Burgos (spike and sage oil). Most of these oils are obtained in spring and summer, but eucalyptus and rosemary oils are obtained throughout the year, the latter especially at the beginning of the winter. As regards the quantities of the oils produced in Spain no exact data are available; the annual production, however, is estimated at from 185,000 to 200,000 pounds rosemary oil, 150,000 to 170,000 pounds spike oil, 100,000 pounds thyme oil (of which from 40,000 to 50,000 pounds are red oil), 25,000 to 30,000 pounds sage oil, 18,000 to 20,000 pounds eucalyptus oil, 13,000 to 14,000 pounds marjoram oil, 7,000 pounds fennel oil, and 4,500 to 6,500 pounds pennyroyal oil; the other oils are only made in small lots for home consumption.

Patent for a Skin Preparation

Oleo-Stearate of Glyceryl.—A process for the manufacture in powder form of a product suitable for application to the skin for toilet purposes, consisting in digesting together dairy cream and olive oil with a small quantity of pancreatin, followed by emulsification by means of a mixture of stearic acid and potassium carbonate, separation of the pancreatised oleo-stearate of glyceryl, and drying. (S. A. Walton and Tokalon, Ltd. 218,154.)

PRODUCTION IN MANUFACTURING ESTABLISHMENTS

**Suggestions on Planning the Arrangement of Plant for Best Results;
Correcting Mistakes and Promoting the Efficiency of the Organization**

By RALPH H. AUCH, B.A., C.E., Cincinnati

New ideas in advertising and unique selling plans are the very life of the toilet preparations business, and since this is true, the average executive is so engrossed in this work that he is inclined to allot but little of his time to efficient production methods. Other factors which contribute to this seeming neglect are several in number. Two of the outstanding points are that in one sense of the word, price competition is not very sharp, and that the total productive labor charge is but a small percentage of the total gross volume; therefore, the efficient or inefficient operation of the average toilet preparations plant does not represent the difference between profit and loss.

Only too frequently as sales mount, the production force grows from a single girl or two doing all the work by hand to a lumbering, unorganized force vainly struggling to keep abreast of orders with perhaps a few machines, sometimes installed with an utter disregard for the other equipment and sometimes ill-chosen in the first place, as their only help. If that picture is painted too dark, pause for a moment before this one. Instances are many where time and money have been lavishly spent on quarters, surroundings and equipment, with due consideration given the health and comfort of employees; yet production languishes and decreases both in quantity and quality because of ever-growing confusion. This confusion can generally be traced to lack of proper planning.

Not Necessary to Wait for Diminution

Granting that neither of the conditions noted above exist, surely it is not necessary to wait until production fails to keep pace with orders, or the quarters become seemingly cramped, before active steps are taken to make every factory operation as simple, as cheap, as labor-saving and as pleasant for the operatives as careful planning, modern machinery, and proper arrangement for logical sequence of operations can make them.

Sometimes the task seems formidable to the uninitiated, but it is in reality relatively simple once it is undertaken; and once being undertaken and carried to completion, leaves but one regret, and that is that it was not done months or years before. The object of this article is an endeavor to indicate the *modus operandi*.

Owing to the hundreds of diversified products that the toilet preparation industry produces, it is next to hopeless to attempt to treat them all. As one machinery manufacturer, after fifteen years of experience, put it: "I have never known of any two plants that could use identically the same equipment to advantage."

Therefore, after some basic facts and ideas on production methods in general have been set forth, typical layouts with discussions will be given of a liquid-handling unit; a cream and paste making and packaging unit; and a complete powder blending and packaging unit; then a few generalities on samples will be mentioned at the close.

To the average small manufacturer in rented quarters aspiring to build or to own a factory building with name emblazoned over the door, "Don't," is almost invariably the

answer. The reasons why the small manufacturer should not erect a pile of masonry are: First, the buyers don't ordinarily see the plant, so the advertising value is practically nil; second, it must either be built too large and grown into, or built of proper size for the time being, only to be outgrown; third, the same amount of money employed for labor-saving equipment, publicity, and working capital will pay far handsomer dividends; and fourth, most any building from the commonest mill construction up serves admirably, since no heavy, noisy or vibrating machinery is required, necessitating special construction or isolated quarters.

Make a Thorough Survey as a Preliminary

To the manufacturer in a quandary whether or not to move into more modern, convenient or larger quarters, the answer is: "Don't—at least until a careful and thorough survey proves beyond doubt that the present quarters cannot by careful planning be made wholly tenable."

To the manufacturer trying to decide whether or not to rearrange the present production area and install additional equipment according to a well-conceived, well-matured, definite and comprehensive plan, the answer is invariably "Do, by all means, proceed at once! For reduced costs, an increased production of neater, more saleable products, and a more contented body of work-people are the inevitable reward." Even when a particular business is not seasonable certain fluctuations occur in sales necessitating at times curtailed production, with attendant laying off of employees. Every employee resents a forced vacation, so wherever a machine replaces handwork, in addition to the actual money saving effected, the machine makes no protest when idle and is ready to resume operation on a moment's notice. Furthermore, with hand labor, when orders are scarce, as a rule workers reduce their output as much as they can or they dare, and costs mount, while machines will continue to produce at capacity regardless of the abundance or lack of work before them.

Hazards in Rearranging Old Quarters

To rearrange old quarters or effectively to lay out a new plant for efficient economical production by visualizing each piece of equipment and each operator in the proper places, is a very hazardous undertaking. The only safe procedure is to draw a plan of the available floor space to scale, with every door, window, column, stair and elevator shaft in its actual place. This plan need not be elaborate and a pencil sketch on wrapping paper will ordinarily suffice, so long as the various dimensions are scaled in with a fair degree of accuracy. Before the production area is laid out, the stock room and shipping room should receive proper consideration, both as to necessary area (determined either by past experience or by estimation, in the case of new quarters), and proper location with relation to the production area. A partition which ordinarily need not be ceiling high is necessary for the stock room to guard against theft, misuse and waste of materials, and use without proper

requisition and charge. Equally desirable is a partition setting apart the shipping room with its finished stock piles, empty shipping cases and other appurtenances and the usual litter and disorder, so that rules for cleanliness, orderliness and neatness among operatives on purely productive work may be rigidly enforced.

From the catalogues which have been previously assembled an intelligent choice can be made from the similar machines offered by the various manufacturers. The choice between competing machines can be made only after due consideration is given initial cost, amount of power required for operation, sturdiness and simplicity of construction, number of attendants required and present or anticipated capacity necessary, as against claimed capacity. Cuts and descriptions are sometimes misleading, so the time devoted to watching the various machines in operation in other plants when possible is usually well spent.

Before concluding that any given operation cannot be performed by machine, one would do well to study the machinery used in the milling and baking, chocolate and confectionery, paint, rubber, canning, soap, dairy and beverage industries should be studied. Frequently, equipment designed primarily for one of these industries can be adopted just as it is, or adapted by making minor changes, to function in an entirely satisfactory manner. Further, it is better to draft a machine from another industry than it is to allow the herd instinct to come into play and to procure an ill-suited machine simply because so-and-so and so-and-so use it in somewhat similar work. Some advantages attend the use of a single driving motor with the necessary line shafting, but usually they are greatly outweighed by the advantages of individual motor drive, so that a safe plan is to standardize on the latter type of drive.

Sometimes the total cost of a complete installation is found to be prohibitive or in excess of the amount available for the time being. This need not prevent going ahead with the plans, however, for a little time utilized in the study of the various hand operations or obsolete machine operations and the claimed speed of the contemplated machines, reduced to cost figures, will demonstrate which pieces of equipment may be expected to effect the greatest saving. Occasionally, where the machine capacity is in excess of that required for one product, with a few attachments it can be adapted for use on a second or even more products, thus justifying its installation, distributing its cost, and returning its cost in saving effected in a shorter time by more continuous operation. If the other products are too bulky to bring to the machine, it can be mounted on casters, when vibration is not excessive, and moved at will to the most convenient spots for operation. To pare down the outlay (which is in reality not an outlay but an investment) the most promising equipment can be procured and the other operations can still be performed by hand or by the obsolete equipment. The only care that should be taken in such circumstances is that the layout should anticipate the installation of all the units eventually, and proper space should be allotted those machines to be installed at a later date.

After the final choice of machines is made, reference to the catalogue will give a close approximation of the floor space required for each. Cardboard cut-outs should then be made to the same scale as that of the floor-plan, and appropriately labeled. The same should be done with tables, chairs, and even units such as twenty-five, fifty, and

hundred gross stock piles of both raw and finished materials.

By arranging and rearranging these cut-outs on the sketch of the floor-plan, one can quickly arrive at the most effective. Consideration should be given to proper light, both daylight and artificial, proximity to radiators, windows, elevators, etc., and above all to logical sequence of operations, with no "retrograde movement" or unnecessary handling. As with most other undertakings there are several ways of accomplishment, but only one best way.

To point out the care and attention that must be given even the smallest details, the following example is submitted. After due consideration had been given all factors, a belt conveyor was set parallel to and some five feet from a solid interior wall. The operators working at the conveyor table soon became disgruntled and inquiry developed that they resented having to face the blank wall with their backs to the other employees. When the conveyor end was turned for end and the direction of rotation of the motor was reversed, the workers were able to sit with their backs to the wall, facing the open production area. A change of attitude toward their work was immediately noted even though they were obliged to sit with their backs only some two feet from an eight pipe high steam radiator which hung on the offending wall.

It must be borne in mind that most workers will resent the installation of new machinery for fear of loss of their positions, so every opportunity should be taken to "sell" them the new arrangement and equipment, and to assure them that those who qualify for machine operation will have their earnings increased.

New plans of payment must be fully developed in advance, for if rates be set too high, unreasonable wages will be earned and employees will be tempted to limit production; while if set too low, dissatisfaction will develop and probably result in wholesale resignations.

Frequently, with the new order of things, individual effort will be more or less lost in that of a group, and piece-work must give way to day wages. In this case every effort should be made to provide the incentive that piece-work formerly offered. Devices for counting the output; bonuses for production in excess of a fixed standard; instilling a sort of friendly rivalry among the different operators; and posting the previous day's production figures in a conspicuous place, have proved of advantage.

When machines are ordered, if the manufacturer is requested to furnish spare parts for those that have been found to be most frequently broken or replaced, this small additional outlay will save much annoyance and delay from time to time, as wear develops or breakage occurs.

On receipt of the machinery or equipment, if there is any question as to its performing its function satisfactorily, it should be set up and operated out of sight and hearing of the work-people, so that any little difficulties can be overcome, or if it proves unsuitable, it can be returned before the workers have an opportunity to criticize and condemn.

Except in cases where there is vibration or top-heaviness, no machinery should be fixed to the floor at first. What looked good on paper may require little changes in position or height. The height of the machine is quite important, for if not properly mounted it may entail a tiresome, cramped, crouched or awkward position for the operators.

When the machines are installed, if the workers who have been chosen to operate them are carefully instructed in their operation, care and lubrication, the useful life of the machines can be materially prolonged. The operators

should constantly be checked on their knowledge and close observance of instructions; otherwise, the instructions are rarely fully understood, and are quickly forgotten or ignored.

Making and Packaging a Liquid

Little can be advanced on equipment required for the making and mixing of a liquid, owing to the fact that each product presents an individual problem. The materials that are suitable for the mixing or reaction vessels can be easily determined by immersing an accurately weighed piece of each of the proposed materials in separate water-glasses of the liquid for a period of several days. Re-weighing the material will indicate through loss in weight whether it has been attacked, and observation will show what effect, if any, is produced in the liquid. The observations made will also indicate whether or not special construction is necessary for the parts of the filling machine coming in contact with the liquid.

The type of filtering equipment again is an individual problem, but generally speaking every liquid should be filtered "whether it needs it or not." For free-flowing liquids a very simple cheap filter worthy of more general use is the felt filter bag, formerly so widely used by the whiskey blenders. Where one bag doesn't filter bright, a second smaller bag suspended within a larger one often works wonders.

The manufacturing or mixing should be done on the floor above, so filtering and the flow of finished liquid to the filling machine can be accomplished by gravity. Where only one floor is available and ceiling height permits, construction of a balcony for making and mixing saves much labor of handling.

Question of Washing Bottles

Whether or not the bottles should be washed depends entirely on the product, but the constantly wider use of automatic machine-made bottles, which are so clean and bright, is reducing the necessity of washing. Where a rotating washer with several speed changes is employed, if a speed is used so that the operator can keep a bottle on every nozzle, less water is consumed and each bottle is more thoroughly cleansed due to this slower speed. Where the tray system for filling and corking is used, one handling of bottles, that of removal from the drain table to the trays, can be eliminated. This can be accomplished by making a set of holders of heavy sheet metal the same size as the trays with holes bored of diameter to take the bottle neck on centers that allow a bit of clearance between bottles. When washed, the bottles are thrust in the holes in inverted position, then after draining an inverted tray is placed over the bottles, and bottles, tray and holder are turned over. In this manner a full tray is handled at one time and if the bottles are ones which topple easily, the holders can be left on to good advantage until the filling and corking are completed.

Many Factors in Selecting Filling Machine

Many factors enter into the selection of a filling machine, including free flowing or viscous liquid, shape and size of bottle, nature of liquid, either corrosive or non-corrosive, cost of liquid, and capacity required. All filling machines finding wide application, operate on one of these four principles:

1. The "vacuum," in which the filling tube consists of one tube within another, the first connected to a vacuum pump and the second connected to a reservoir of the liquid

to be filled. On insertion into the neck it seals the bottle, then the pump exhausts the air through the one tube, leaving no inlet except through the stock line; thus the liquid is drawn into the bottle to the level of the vacuum tube when any excess is drawn on to an overflow chamber.

2. The "accurate measure," in which the liquid flows first into a chamber of predetermined size, then is discharged by a valve mechanism through the filling tube into the bottle.

3. The "gravity" or "pressure," in which the liquid flows by gravity from the filling tank or reservoir set at a level higher than that of the filler, through a filling tube in which the flow is started and stopped by a suitable valve mechanism.

4. The "siphon," in which the liquid is drawn over the top and down beside the filling tank by atmospheric pressure, through a suitably bent tube. The flow starts when the bottle is placed on the tube, stops when the level in the bottle attains that in the tank, and is arrested while bottles are changed by a suitable valve mechanism.

Accurate Measurement an Essential

Since consumers want full containers, and not much variation in capacity exists in present-day bottles anyway, the accurate measure filler seems limited to filling the more costly liquids. In choosing one of the other three types of fillers for filling viscous liquids, speed should be given first consideration. In case of free-flowing liquids the prime consideration appears to be one not generally recognized. It should be the filler that will handle the smallest bottle neck. By making the bottle neck as small as possible the cost of corks is reduced by their smaller size, and evaporation or deterioration is reduced to the minimum when left standing uncorked, and less liquid is spilled to do damage when the bottle is accidentally overturned by the consumer.

How corking can be accomplished best is again an individual problem, with size, straight or tapered, paraffined or plain, and volume to be handled, all determining factors. When volume does not warrant a corking machine, cutting one driving surface of the rubber mallet to a conical point often proves of advantage for driving corks flush; while in the tray system handling protruding corks, a letter press fitted with a stop of proper height will force all corks equally far home.

A few products require washing of the outside of the bottles after filling and machines are available for this purpose, of course. A satisfactory makeshift, where the tray system is used, is a short length of hose with spring or quick-acting valve suspended from the ceiling. By suspending a counterweighted sheet metal box, of suitable size, with no bottom, to be drawn down over the tray, splash can be avoided. A roll or two taken out of the roller conveyor permits the trays with a hole in the corner to be tipped and drained, a drip pan for carrying away the wash water being suspended under the conveyor.

If a sealing medium is used over the cork, the method of application depends on the nature of cap or seal and how applied, wet, dry, or molten. When it can be best applied, i.e., before or after labeling, depends upon which can withstand the most handling and abuse, the cap or the label.

(To be Continued)

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

SPRING TRADE TREND SHOWS HEALTHY IMPROVEMENT

**Babson Links Sales and Advertising in Prediction of Better Business;
Increases Gradual and Orderly, With No Menace of Too Rapid Speed**

Roger W. Babson, the noted statistician and expert, in his current commercial outlook, gives the following survey of business conditions, present and future, based upon thorough investigation and careful observation of the field:

"Spring Outlook.—In judging the trend of business this spring it is advisable to especially keep in mind the background of fundamental conditions. Perhaps we seem to emphasize this point too much, but it is only by taking a long range view of the fundamental trend of business that one can hope to understand the current developments. Many people have been surprised at the strength indicated in certain lines of business and the security markets.

"The fact is that business during the past four to five years has worked through a large amount of readjustment, and has now come to a position where a stronger trend should normally be expected. This is true even though some phases of readjustment may still have to be completed. Conditions today are such that we can hope for a period of sound, although gradual growth.

"Developments so far this year bear out the above statement. There has been no wild rush to buy commodities, nor is there evidence of general overexpansion. Both buyers and producers are still conservative even though the trend of commodity prices has been upward. Most concerns have had a house-cleaning and have shaken out unnecessary frills from their overhead expenses.

"City banks have cleaned up most of the doubtful accounts which they carried over the crash in 1920 and 1921. In nearly every section the mania of speculation and hunting for 'easy money,' which became so prevalent during the boom has now abated. Throughout the various phases of business the reorganization of fundamentals is apparent. From now until business works into another period of overexpansion, and regardless of temporary readjustments it will pay to take a generally hopeful view of the outlook.

Firmer Tone in Sales of Most Lines

"Sales and Advertising.—Both sales and advertising move in very close relation to the areas on the Babsonchart. In fact, persons who plot their own sales records on the Chart will find a remarkable correspondence. In a few cases the sales of individual concerns tend to precede the turns in the Babsonchart, but in most cases they tend to follow. Retail trade especially is accustomed to lag behind other branches of distribution. The fact, therefore, that the Babsonchart Index has been rising during the last few months gives reason now to expect a firmer tone in sales of most lines.

"The same is true of advertising. The records show conclusively that every improvement in trade is preceded or accompanied by an increase in the amount of advertising. In view of this tendency it is interesting to note that, allowing for seasonal trend, newspaper advertising is now increasing. Hence with the opening of spring business we expect something more than the usual seasonal improvement in wholesale buying, and later on this also should be apparent in retail trade.

"Commodity Prices.—Toward the close of a depression area commodity prices usually strengthen and continue a general upward trend until the peak of the next area of overexpansion. It is natural, therefore, to expect a rising commodity market. There are certain conditions, however, which probably will make this movement very moderate during the coming months. One is the very large producing

capacity of most industries; another is the pressure of foreign competition. Stocks on hand of most materials, are fairly large, and there is no prospect of a shortage that would cause serious price increases. The same is true of most finished products. Taking the commodity markets as a whole, it is well to plan for well-sustained prices this spring, but not to count on extended advances.

"Foreign Competition.—Whenever business rises we have always had an upward swing in imports of foreign merchandise. About 70% of these imports are materials for use in American industry. Most of the rest are manufactured goods ready for final consumption. In view of the present position of business it is not surprising that imports of both classes of goods are increasing.

"The low cost of European production makes sharp competition in many lines, but particularly in those industries which are dependent in a large degree on hand labor. During the coming months we expect to see imports reach new high records, and clients should make their plans accordingly. It means that continued efforts to reduce costs must be made and that all plans should take into account the element of foreign competitive prices.

No Reason for Worry Over Slowness of Recovery

"Summing Up.—It is apparent that at least there is yet no evidence that business is going ahead too rapidly. While some are disappointed over the continued caution on the part of the buyers, we believe this is rather a favorable sign. Nobody should be discouraged by the slackening in certain lines of business during the last few weeks. In fact, such a breathing spell may be an advantage. Certainly it is better than having too rapid an advance. In judging the probable trend of business during the coming months, every one should watch conditions with this point in mind. What we should hope for is a gradual, orderly period of improvement."

Pacific Coast Outlook Grows Brighter

Wells Fargo Bank & Union Trust Co., San Francisco: Business confidence is being inspired by the conservative and constructive policies of our national government. There are still some soft spots—but there is a generally improved feeling and merchants show more willingness to buy ahead than was evidenced in 1924.

Sees Confidence in Good Times

National City Bank, of New York: The confidence in good times which has been displayed of late is generally based upon the belief that conditions are more nearly right for a free, full, exchange of goods and services than they have been for a long time.

Record Year in Advertising Predicted

The total expenditures for advertising in the United States during 1925 will mark the greatest year, in normal times, in the history of advertising, according to E. H. Fulton, president of the Poster Advertising Co. and the O. J. Gude Co.

"Amounts expended for outdoor advertising alone have increased by 40 per cent during the last 14 years and reached a total of \$60,000,000 in 1924," said Mr. Fulton. "The most reliable estimates for 1925 will increase this figure to \$70,000,000."

Chain Store Sales Gain in February

The sales of the F. W. Woolworth Company for February totaled \$14,842,872, an increase of \$1,411,580 over the corresponding month a year ago. Sales for the first two months amounted to \$29,048,956, as against \$25,560,076 for the same period in 1924. Other chain stores also reported large increases, ranging from 14 to 18 per cent.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

**Toilet Articles Makers and American Chemists to Meet Next Month;
New Head for Chemical Exposition; Chicago Organizations Are Active**

A. M. T. A. PLANS FOR APRIL CONVENTION

Plans for the thirty-first annual convention of the American Manufacturers of Toilet Articles, which will be held at the Biltmore Hotel, New York City, April 21, 22 and 23, 1925, are being completed and all indications point to a record meeting not only in attendance, but in the papers to be read, matters to be brought up for discussion and the entertainment features.

Assurance for a most enjoyable time is implied by the personnel of the convention committee under Chairman Walter T. Hathaway, purchasing agent for Colgate & Co., assisted by Edward V. Killeen, Burton T. Bush, August F. Kammer and Louis Spencer Levy. Wm. F. Rode, Jr., one of the energetic and active assistants of Mr. Hathaway, as in the last two years, is again busily aiding the Entertainment Committee.

Tuesday evening, April 21, the members and their friends will have a theatre party at the Forty-Sixth Street Theatre, where "Is Zat So?" one of the outstanding musical comedy successes of the season, is featured. Following the theatre party, light refreshments and dancing will be enjoyed in the Rose Room of the Biltmore.

Wednesday evening will be free so that visitors may have the opportunity of following their own inclinations. The annual banquet will be held Thursday evening at the Biltmore. The committee plans to have a speaker of national reputation, but as yet is not ready to announce its complete program. However, it is emphasized that there will be no long speeches and that ample time will be afforded for dancing and informal entertainment.

Somers Again Heads Drug and Chemical Club

Arthur S. Somers was re-elected president of the New York Drug and Chemical Club on February 25. Other officers are as follows: Vice-president, Bernard M. Culver; secretary, Frederick E. Humphreys; treasurer, William M. Rosendale. Mr. Somers entertained the new Board of Governors and associate officers at luncheon.

The club will move May 1, 1926, to the thirteenth and fourteenth floors in the new building to be erected at John and Gold streets by the National Board of Fire Underwriters' Building Corporation. The space will be 16,552 square feet and will afford enlarged quarters. Rental: \$37,500 for first year, \$40,000 a year for the next nine years; option for ten years' renewal at a rate to be ascertained by an appraisal mutually agreed upon.

Dues for active members will be advanced August 1, 1925, to \$100; non-residents, \$30, after February 1, 1926.

Fritzsche Research Fellowship at Columbia

Through the generosity of F. E. Watermeyer and F. H. Leonhardt, president and vice-president of Fritzsche Brothers, Inc., a research fellowship in the chemistry of perfumes and essential oils has been offered to Columbia University. The Fellow is to be appointed by the University Council, upon nomination of a Committee of Award composed of the president of Fritzsche Brothers, and the senior professor of Organic Chemistry at Columbia, and approved by the Department of Chemistry. The recipient of the Fellowship will receive \$3,000 per annum and the investigations will be conducted under the direction of Professor Marston T. Bogert.

Drug Manufacturers Meet Next Month

The Executive Committee of the American Drug Manufacturers' Association has decided on April 20 to 23, as the dates for the annual meeting of the association at the Biltmore in New York City. Dr. Alfred S. Burdick is president of the association. Carson P. Frailey is secretary.

AMERICAN CHEMICAL SOCIETY IN APRIL

Members of the American Chemical Society have received the program of the sixty-ninth meeting which will be held in Baltimore, April 6 to 10. The entertainment features are of exceptional interest, for besides a dance and theater party there will be visits to the Naval Academy at Annapolis, the Aberdeen Proving Grounds and the Tin Decorating Company's plant. Also there will be numerous luncheons, receptions and card parties, in which the members and their families may participate.

All divisions and sections, except one, will meet at Baltimore. In the general sessions the program of the division of industrial and engineering chemistry will consist of general papers, such as "The Future of Industrial Synthetic Organic Chemicals in the United States," by Dr. Charles H. Herty; "Chemistry and the Leather Industry," by Prof. Allen Rogers; "A Quarter of a Century of Chemistry in Rubber," by W. C. Geer.

Chairmen of convention committees are as follows:—Executive, A. E. Marshall, 3034 St. Paul street, Baltimore; executive vice-chairman, Carl Haner; registration, A. A. Backhaus; housing, W. C. Moore; divisional meetings, G. H. Cartledge; food, H. W. Wiley; transportation, S. T. Powell; entertainment, W. A. Patrick; excursions, F. M. Boyles; finance, A. E. Marshall; exhibits, J. C. W. Frazer; publicity, D. B. Keyes; ladies, Mrs. Carl Haner.

Dr. Baekeland Gives \$10,000 to A. C. S.

Carrying out a pledge "to contribute as many dollars as there are members who give at least \$1," Dr. Leo Hendrik Baekeland, former president of the American Chemical Society, has sent a check for \$10,000 to the treasurer of the endowment fund of the society. "As soon as more than 10,000 members have subscribed, I shall add accordingly," said Dr. Baekeland in a letter accompanying his contribution.

The society now has nearly 18,000 members. More than 10 per cent of the members are professors of chemistry, and nearly 6 per cent are instructors and teachers. Executives of firms and corporations comprise 7.28 per cent, and managerial officials, 17.58 per cent.

Gen. Fries to Talk to Chemical Salesmen

The Salesmen's Association of the American Chemical Industry will hold its next regular monthly meeting and dinner Tuesday, March 31, in the Builders' Exchange, 34 West 33d street. The speaker will be Major-General Amos A. Fries, who will talk on "Chemistry and Warfare."

The association has issued a neat roster of officers, constitution and mailing list of its members.

Dr. Franklin Gets Nichols Medal

Dr. E. C. Franklin, of Leland Stanford University, was presented with the William H. Nichols medal March 6 at a meeting of the New York section of the American Chemical Society in the New York Chemists Club. Dr. Franklin read a paper on "The Alcohols, Aldehydes and Acids of the Ammonia System." Appreciations of Dr. Franklin's work were given by Dr. E. E. Slosson and Dr. J. F. Norris, president of the society.

Drug and Chemical Section Hears of Prosperity

The feature of the March 4 luncheon of the Drug and Chemical Section of the New York Board of Trade and Transportation held at its rooms, 41 Park Row, was an address by John J. Jones, vice-president of the Alexander Hamilton Institute, who spoke on business conditions and

the outlook for the year. He urged that while prosperity was to be looked for, it was to be steady pre-war prosperity and not the hectic brand of 1919.

William F. McConnell, secretary, made an informal report for Dr. H. C. Lovis, chairman of the legislative committee. Mr. McConnell reported the Cramton bill dead in the old Congress, as had been predicted by Dr. Lovis two months before.

CHICAGO ALLIES HOLD FINE AFFAIR

The Chicago Perfumery, Soap and Extract Association dinner-meeting held on March 4 in the Elks' Club was a big success, nearly the entire membership being present. The dinner-meeting substituting for a luncheon-meeting made such a hit that at least two of them a year will be held. Donald M. Clark, the president, said interest in association work and the meetings had greatly increased, due to the constructive programs presented, the good entertainment, bowling, etc.

Traction was the theme which engaged the attention of the association and Assistant Corporation Counsel C. M. Doly outlined comprehensively the traction ordinance passed by the city council within the month and which will go to the voters on a referendum April 7.

Following the dinner and the address, about fifty members went to the seventh floor where twenty of them made two teams and started a bowling contest, with thirty members looking on and rooting for their favorite team. Right here it may be said that the C. P. S. & E. A. is developing quite a team of good bowlers, all having an average of over 175. They are H. D. Crooks, Arthur Fortune, Hal Detrick and "Mack" McNerny. Walter L. Filmer and W. G. Mitchell are said to be lively competitors for the "booby" prize.

The next meeting of the association was scheduled for March 18, and the speaker was to have been chosen from the group opposing the Dever-Schwartz traction ordinance.

President Clark reports a 10 per cent increase in the membership of the organization since he took the helm. He modestly disclaims any especial credit, but states that the good work of the membership committee, combined with the entertainment and interest which feature the meetings of the association, is responsible.

Chicago Drug and Chemical Club

The annual meeting of the Chicago Drug and Chemical Association will be held at the Hamilton Club on March 26. The president, H. C. Arms, has appointed a nominating committee which has submitted the following list of officers to be voted upon: President, Charles S. Curtis; vice-president, William McGibbon; secretary, Harold E. Lancaster; treasurer, L. J. Freund; directors, 2 years, C. E. Carson, L. K. Eiklor, J. L. Thomas, B. F. Zimmer; 1 year, Wm. Loenstein.

Plans for Pharmacists' Trip to Europe

Fully 200 American pharmacists will make a tour of Europe next summer. Germany, Austria and Switzerland will be among the countries visited, the group leaving New York July 9 and returning September 1. Public ceremonies, conferences, and trips of inspection are being arranged with the aim of linking more closely the development of pharmaceutical science here and abroad, and of aiding in the promotion of better understanding among peoples.

Among the features scheduled is an address before the German Apothecaries' Association in Berlin by Prof. C. P. Wimmer, of the College of Pharmacy-Columbia University. Prof. Otto Raubenheimer of Brooklyn and other educators will accompany the delegation. Hugo Kantrowitz, of New York, is among the pharmaceutical publishers who will make the trip.

Wholesale Druggists Will Meet in Detroit

Plans are being made for the fifty-first regular meeting of the National Wholesale Druggists' Association which will be held at the Book-Cadillac Hotel in Detroit, Mich., in the week of October 4. F. E. Bogart is chairman of the arrangements committee.

LITTLE SUCCEEDS HERTY AS CHAIRMAN OF 10TH CHEMICAL EXPOSITION

Arthur D. Little, president of Arthur D. Little, Inc., of Boston, was elected to succeed Charles H. Herty as chairman of the Advisory Committee of the Exposition of Chemical Industries at a meeting of the Committee held at the Chemists Club, New York, on February 24. Dr. Little is one of the best known chemical engineers in the United States and a pioneer in modern American chemical industry. He is president of one of the largest research and engineering organizations in the world, the founding of which dates back to 1886.

Dr. Herty, who resigned from the chairmanship owing to the pressure of other duties, is president of the Synthetic Organic Chemical Manufacturers' Association of the United States. He has been chairman of the committee for ten years, serving since the inception of the Chemical Exposition in 1915. He remains a member of the committee.

As an author of scientific works, and as a research pioneer, especially in the chemistry of the paper industry and in the development of artificial silk, Dr. Little has been most widely known during the last two decades. His production of a beautiful artificial silk purse from sows' ears at the Boston Laboratory in 1921 created a stir all over the world when the finished woven and dyed purse was displayed at the Chemical Exposition in New York that year.

Both Dr. Little and Dr. Herty are former presidents of the American Chemical Society, Dr. Little having headed the organization in 1913. Dr. Little has been a member of the Exposition Committee for the last ten years. The Tenth Exposition of Chemical Industries will be held at the Grand Central Palace, New York, September 28 to October 3, 1925.

One of the features which the committee decided to include in this exposition was a Court of Achievement in which those new products of chemical development during the last few years will be shown. These will include a long list of chemicals and synthetics, chemical products and other materials valuable to man in sheltering, covering, treating disease and illness, in transportation, communication and in all the phases of human endeavor. Already more than a hundred separate units have been decided upon to be included and those having new scientific products which may be suitable for inclusion should communicate to the Tenth Chemical Industries Exposition, Grand Central Palace, New York.

Chemical Equipment Exposition in June

Plans for the Chemical Equipment Exposition to be held at Providence, R. I., June 22-27, are rapidly materializing according to announcements from the exposition headquarters. This exposition is to be held in connection with a meeting of the American Institute of Chemical Engineers and an entire day of their program has been set aside to allow the members to visit the exposition. Among the unique features will be the arrangement on the program of various exhibits according to a flow sheet arrangement showing how each of the groups of equipment represented fits into the scheme of the unit processes of chemical manufacture. The headquarters of the Chemical Equipment Association is at 1328 Broadway, New York City.

Among the exhibitors will be the Pfaunder Company.

The Bordeaux Sample Fair for 1925

The committee in charge of the Bordeaux Sample Fair announces that the fair for 1925 will be held between June 15 and June 30. Applications for exhibit space should not be filed later than May 15. Exhibits will be housed in buildings of a new type, which are considered an improvement over those heretofore in use. The fair is of a distinctly colonial and agricultural character. The number of exhibitors last year was 1,429. Last year there were about 20 American exhibits, some of which were arranged by French agents of American manufacturers. In previous

(Continued on Page 28)



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our February report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as other officers and committeemen, have been busy with the affairs of the Flavoring Extract Manufacturers' Association. Copies of bills introduced or advanced in legislatures affecting the industry have been sent to the members with advice and comments.

Convention Dates Fixed for June 24-26

CHICAGO, March 16.—The exact dates chosen for the 1925 annual meeting of the Flavoring Extract Manufacturers' Association, Inc., to be held at the Edgewater Beach Hotel, in this city, are June 24, 25 and 26. D. T. Gunning, of Arbuckle Bros., head of the local committee of arrangements, reports steady progress in building up a program that will interest and please the visiting members of the trade and guests. Chicago—the convention city—always has known how to take care of national gatherings of every name and nature and will again prove it in this instance.

SODA WATER FLAVORS MANUFACTURERS

Charles O'Connor, of Philadelphia, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative committee of the National Association of Manufacturers of Soda Water Flavors, have maintained their activities in behalf of the association and its members. Secretary Hickey has collected information on various subjects, and has forwarded the same to the members, including bulletins on proposed legislation together with comments on the probable effects of the measures.

British Patent for Non-Alcoholic Flavors

Making naturally flavored non-alcoholic syrups, sparkling beverages and the like. E. Monti. E. P. 201,932.—Fruits, berries or grapes are exhausted in contact with cooled air in the presence of a biochemical catalyst naturally contained in the pulp of acid fruits (e.g. lemons, oranges, tomatoes, and grapes), and added to the berries in the form of concentrated juice. The syrup thus obtained will keep if it contains not less than 65% of total solids, 50% of total sugar, and 1% of total acids (expressed as tartaric acid). It may be diluted, warmed to about 80°, cooled to near freezing point, saturated with dried carbon dioxide, and bottled, without altering the taste.—*London Chemistry & Industry*.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.

CHEMISTS ACT ON METHODS FOR TESTING FLAVORS AND NON-ALCOHOLIC DRINKS

The *Journal of the Association of Official Agricultural Chemists* for February 15 contains the report of the sub-committee C on recommendations of referees, which was acted upon at the recent fortieth annual convention. The report of the sub-committee was made by the chairman, W. C. Geagley, of the Michigan Department of Agriculture. The section relating to flavors and non-alcoholic beverages was as follows:

It is recommended—

(1) That the Folin and Denis rapid colorimetric method for the determination of vanillin vanilla extract and its imitations, described by the referee in his report, be adopted as an alternative official method. (First action as an official method.)

Approved.

(2) That the Wichmann method for the determination of the lead number of vanilla extract and its imitations, described by the referee in his report, be adopted as an alternative official method. (First action as an official method.)

Approved.

(3) That the chromate method for the determination of lead, described by the referee in his report, be adopted as an alternative official method. (First action as an official method.)

Approved.

(4) That the words "of lemon" be deleted from the sentence "If oil of lemon is present in amounts over 2 per cent * * *" in the present official method¹ for the determination of oil in lemon and orange extracts. (First action for a change in an official method.)

Approved.

(5) That the Hortvet and West method¹ for the determination of alcohol in extracts consisting only of oil, alcohol, and water, be adopted as an alternative official method. (Final action. First action was taken in 1919.)

Approved.

(6) That the incoming referee continue to clear away the old, unacted-upon recommendations listed in the report of the referee.

Approved.

(7) That to avoid confusion the present official method for lead number be designated as "Lead Number (Winton)."

Approved.

¹ Assoc. Official Agr. Chemist, Methods, 1920, 200.

Substitute for Vanilla Brings a \$500 Fine

In New Zealand recently the Health Department prosecuted George Bagley, manager of Young's Chemical Co., for selling so-called vanilla flavor without exhibiting a conspicuous printed notice telling its composition. It was alleged to be a synthetic substitute "made from oil of cloves or in some other way and not the alcoholic extract of the vanilla bean." Defendant denied any intention of fraud and asserted he only wanted to give his customers "a finer and more palatable flavoring." The magistrate, however, imposed a fine of \$500 and costs.

IDENTIFICATION OF SOURCES OF VANILLA EXTRACTS*

By C. B. GNADINGER, of Minneapolis, Minn.

Under the present standards for flavoring extracts¹ the term "vanilla extract" may properly be applied to the alcoholic extract made from the beans of any variety of *Vanilla planifolia* Andrews. The extract trade, however, distinguishes between the several varieties, Tahiti beans being considered the least desirable and therfor commanding a much lower price than Mexican or Bourbon beans. The extract of vanillons cannot legally be sold as vanilla extract, but supplies of vanillons are usually obtainable in this country. Since the extracts of the different varieties of beans can be distinguished only by experts, who depend upon the senses of smell and taste, a chemical method for differentiating them would be advantageous.

The purpose of this paper is to point out certain differences in composition between Tahiti and Bourbon beans and to describe a method for detecting the addition of extract of Tahiti beans or extract of vanillons to the better and more costly grades of vanilla extract.

Aromatic Constituents of Tahiti Beans

In his work on Tahiti vanilla beans, Wahlbaum² found anisyl alcohol, anisaldehyde, and anisic acid among the aromatic constituents other than vanillin. Wahlbaum did not investigate the composition of Bourbon beans, and this work was accordingly undertaken by the writer. Preliminary to the examination of Bourbon beans the work of Wahlbaum on Tahiti beans was repeated, using a slightly different procedure.

Five kilograms of Tahiti beans were extracted by percolation with chloroform, which was then distilled to a volume of 800 cc. The chloroform solution was distilled with steam, the chloroform separated, and the aqueous distillate extracted with ether. The chloroform and ether extracts were combined and washed with 5 per cent sodium hydroxide solution, and then with saturated sodium bisulfite solution. The chloroform-ether solution was again distilled with steam and the aqueous distillate extracted with ether. This chloroform-ether solution yielded on evaporation 3 grams of yellowish oil having a pleasant odor and pungent taste. A portion of the oil on oxidation with dilute acid permanganate solution yielded a colorless, tasteless acid, which on recrystallizing from hot water had a melting point of 182.8° C. (corrected), compared with 184.2° C. for anisic acid. A minute quantity of the oil mixed with 2 cc. concentrated sulfuric acid gave a red color, identical with that obtained with anisyl alcohol.

The refractive index at 24° C. was 1.5411, compared with 1.5438 for anisyl alcohol prepared in the laboratory. The oil did not solidify at 0° C.

This portion of the volatile oil of Tahiti vanilla appears to consist largely of anisyl alcohol with small amounts of other compounds, probably esters.

The sodium bisulfite solution washings were treated with an excess of sulfuric acid, and carbon dioxide was passed to remove the liberated sulfur dioxide. The solution was then extracted with ether and the ether evaporated spontaneously. A small amount of liquid having a pleasant odor was obtained. On treating with phloroglucin and hydrochloric acid a faint orange color was obtained, indicating the absence of piperonal and the absence of more than traces of anisaldehyde. The quantity obtained was too small for identification.

The nonvolatile residue from the original steam distillation was dissolved in ether and washed with the 5 per cent sodium hydroxide washings mentioned above. The alkaline solution was acidified with sulfuric acid and extracted with ether.

The ether solution was washed repeatedly with saturated sodium bisulfite solution to remove vanillin and evaporated to dryness. Six grams of tasteless acid were obtained. This material was purified by crystallizing three times from hot water and three times from alcohol. Its melting point was 184.1° C. (corrected), and its neutralization equivalent 151.3. The constants for anisic acid are 184.2° C. and 152, respectively. On fusing with potassium hydroxide an acid melting at 213.2° C. was obtained. Under similar conditions anisic acid yields *p*-oxybenzoic acid, melting at 213° to 214° C. The acid is therefore anisic acid.

Aromatic Constituents of Bourbon Beans

For the work on Bourbon beans, prime 20-cm. Reunion beans were used. Fifty-nine kilograms of the finely chopped material were extracted by maceration and percolation with chloroform during a period of one month. The chloroform extract was treated in much the same manner as the extract obtained from the Tahiti beans.

Three grams of light yellow volatile oil were obtained. The refractive index at 24° C. was 1.4850; specific gravity at 20°/4° C., 1.079; taste, slightly pungent; odor, agreeable and extremely persistent; and it was insoluble in boiling water or in 40 per cent alcohol but soluble in alcohol. On chilling to -20° C. a few small crystals formed, but the bulk remained liquid. Acids, phenols, and aldehydes had been previously removed. Appropriate qualitative tests indicated the presence of alcohols and esters.

A portion of the oil was saponified with aqueous potassium hydroxide solution. From the saponification products a small amount of cinnamic acid was isolated. This was identified by its melting point, 131° C., by the formation of benzaldehyde on treating with cold dilute permanganate solution, and by its solubility. The boiling point of the mixed alcohols separated after saponification was 190° C. by the capillary tube method. No anisyl alcohol or anisic acid was present, either before or after the saponification.

Cinnamic acid was found in small amount in the alkaline washings where anisic acid had been found in the Tahiti beans.

Anisyl Alcohol in Vanilla Extracts

Kind of Bean	Age of extract Months	Test for anisyl alcohol	Kind of Bean	Age of extract Months	Test for anisyl alcohol
Mexican	25	—	Tahiti	27	+
Mexican	18	—	Tahiti	24	+
Mexican	6	—	Tahiti	14	+
Mexican	4	—	Tahiti	6	+
South American	1	—	Tahiti (contained 10% glycerol)	1	+
Java	1	—	Vanillons	5	+
Bourbon (Comores)	27	—	Bourbon 80%	1	+
Bourbon (Reunion)	13	—	Tahiti 20%	1	+
Bourbon (Reunion)	10	—	Mexican 90%	1	+
Bourbon (Reunion)	1	—	Tahiti 10%	1	+
Tonka Surinam	5	—	Bourbon 95%	1	+
Tonka Angostura	5	—	Tahiti 5%	1	+

a Stored in wood; all other samples stored in glass.

Detection of Anisyl Alcohol in Vanilla Extract

It was clearly shown that Tahiti beans contain anisyl alcohol and Bourbon beans do not. This suggested a possible method for distinguishing between the extracts of the two kinds of beans, since the color reaction produced on mixing a minute quantity of anisyl alcohol with 2 to 3 cc. of concentrated sulfuric acid is very sensitive. The following test was found to give satisfactory results when applied to different vanilla extracts:

Measure 50 cc. of the extract into an evaporating dish and evaporate spontaneously before a fan to a volume of about 15 cc. Transfer to a separatory funnel with water, diluting to 50 cc. Extract once with 50 cc. of ether. Wash the ether extract three times with 15-cc. portions of 2 per cent sodium hydroxide solution and once with 15 cc. of water. Evaporate the ether extract before a fan, and as soon as the ether is driven off dissolve the residue in 0.5 cc. of alcohol. Add

* From *Industrial & Engineering Chemistry*, March, 1925. Republished through the courtesy of the American Chemical Society.

¹ Office of Secretary, U. S. Department of Agriculture, Circ. 136.

² Schimmel's Semi-Annual Report, October, 1909, p. 142.

two to three drops of the alcohol solution to 2 to 3 cc. of concentrated sulfuric acid in a test tube and mix. In the case of Tahiti vanilla extract a deep, permanent red color develops immediately.

This method was applied to a number of different extracts made in the laboratory from beans of known origin. These extracts were of standard strength (10 grams of beans per 100 cc.) and contained 40 per cent alcohol and 12 grams of sugar per 100 cc. The results are given in the table.

Forty per cent alcohol extracts of shavings from oak and fir barrels gave negative tests. By comparison with known mixtures under identical conditions the test can be made roughly quantitative.

Summary

The volatile oil of Tahiti vanilla beans consists chiefly of anisyl alcohol as Wahlbaum has pointed out. The beans contain about 0.06 per cent of volatile oil. Anisic acid is also present in these beans.

The volatile oil of Bourbon vanilla beans does not contain anisyl alcohol but consists of a small amount of cinnamic acid esters and an unidentified alcohol having a pleasant persistent odor. Cinnamic acid is present in minute quantities in Bourbon beans. The percentage of volatile oil is about one-tenth of the amount present in Tahiti beans.

Anisyl alcohol is also present in vanillons.

A method for detecting anisyl alcohol in vanilla extracts is described. By this test the presence of 5 to 10 per cent of Tahiti extract or extract of vanillons in the more costly Bourbon or Mexican extract can be detected.

Mexican, South American, and Java vanilla extracts, as well as Bourbon extracts, give negative tests for anisyl alcohol by this method.

F. E. M. A. Member Turns Deficit into Surplus

Jewel Tea Co., Inc., of Chicago, an active member of the Flavoring Extract Manufacturers' Association, reports net profits, after taxes, of \$855,076.02 for 1924. This is equivalent to \$23.49 per share earned on the 36,400 shares preferred stock and \$5 per share on the 120,000 shares of common stock, after providing for the current 7 per cent dividend on the preferred stock. These earnings are the highest the company has shown since the pre-war period. They compare with \$624,200.85 in 1923, \$152,149.77 in 1922 and \$321,457.70 in 1921. Sales for the year amounted to \$13,602,744.84, which, on the number of units operated, are the highest in the history of the company. The earnings from operation (not including discounts, interest, etc.), were 5.69 per cent of the sales.

In presenting the annual report to stockholders, M. H. Karker, president, says: "For the year 1924 total sales increased 8.35 per cent. The number of routes increased from 998 to 1,032. This moderate expansion will be continued during the year. The company's cash position has been improved. Cash not required in the conduct of current business has been converted into short term marketable paper. The total of cash and marketable securities increased about \$940,000 during the year. The ratio of current assets to total liabilities was 3.59 at the end of 1924, as compared with 3.13 at the end of 1923. The deficit existing at the beginning of the year has been liquidated and the year closed with a net surplus of \$654,555.19."

Seychelles Islands Crop of Vanilla Beans

Consul James Carter, at Tananarivo, Madagascar, reports to the Department of Commerce that he is in receipt of official advice from the British colony of Seychelles Islands which places the 1924-25 crop of vanilla beans at between 3,307 and 3,858 pounds, thus bringing the total production of vanilla beans in the South Indian Ocean region, including Madagascar and Comoro Islands, Mauritius, Reunion and the Seychelles Islands, to about 993,337 pounds instead of 996,370 pounds as previously reported by Consul Carter.

No Alternative

Young Dobbs—"I want to try on that suit in the window."
Salesman—"Sorry, sir, but you'll have to use the dressing-room."

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 12,601 to 12,650, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., there are none of interest to our flavoring extract readers.

In the olive oil activities of the Bureau there was only one conviction and the seizure was released under bond to be relabeled.

New Food Standards to Be Issued Soon

Tentative definitions and standards for various food products were drawn up to a recent meeting in Washington by the Joint Committee on Definitions and Standards, according to an announcement by Dr. W. W. Skinner, chairman of the committee. The definitions and standards recommended by this committee are, when finally approved, used by Federal and State food officials to guide them in enforcing laws, to prevent the adulteration and the misbranding of foods.

The committee agreed upon and will soon issue tentative revised definitions and standards for fruit products, including jams, jellies, preserves, and for butter fat. The tentative definitions and standards will be published and criticism invited before they are recommended for final adoption.

Canada Revises Section of Flavor Regulations

The *Canada Gazette* of February 14 contains the promulgation by the Governor General of an order in Council which amends the regulations under the Dominion Food and Drugs Act, Chapter 27, in the following terms:

"Subsection 14 (e), section XVI (Sugar and Related Substances) of the said regulations is hereby deleted and the following substituted therefor:

"14. (e) Corn syrup is a mixture of glucose with sugar syrup (sugar cane syrup, sorghum syrup, molasses, refiners' syrup, treacle, etc.), with or without the addition of harmless flavoring substances (the flavor of which must not resemble the flavor of maple), and contains not more than thirty-five (35) per cent of water and not more than three (3) per cent of ash."

Indiana

The January Bulletin of the Indiana State Board of Health reports the analysis in the previous month of 410 samples of foods and drugs in the Food and Drug Laboratory, of which number 142 products were classed as illegal and prosecutions followed. Our industries had a clean bill, according to the official report.

Pennsylvania

During 1924, 1,194 cases were terminated against persons who violated State laws in selling foods, \$439,839.61 were collected in fines and 6,466 samples of food were analyzed, according to James Foust, Director, Pennsylvania Bureau of Foods and Chemistry, who has just submitted his annual report on the activities of the Food Section to F. P. Willits, Secretary of Agriculture. Running true to the slogan, "If it's a food we have analyzed it," Mr. Foust has insisted upon the most rigid enforcement of all food laws under his charge. During the 18 years in which he has directed the food law enforcement work in the State Department of Agriculture, 125,683 samples of food have been collected and analyzed, 17,575 cases have been terminated against violators and \$5,503,868.56 has been collected in fines and fees. All this work has been conducted at an expense to the State of only \$1,496,931.57, which means that the Food Section has returned to the State Treasurer \$4,006,936.99 more than it spent.

ASSOCIATIONS IN THE ALLIED INDUSTRIES

AMERICAN MANUFACTURERS OF TOILET ARTICLES.—President, Gilbert Colgate, New York; Secretary-Treasurer, C. M. Baker, 309 Broadway, New York.

FLAVORING EXTRACT MFRS. ASSN.—President, F. S. Rogers, Middletown, N. Y.; Secretary, R. E. Heekin, Water and Walnut streets, Cincinnati, Ohio.

NATIONAL PAPER BOX MANUFACTURERS' ASSOCIATION.—President, Frank Stone, Philadelphia; Secretary, Frank S. Records, Philadelphia.

PERFUME IMPORTERS ASSOCIATION.—President, B. E. Levy, 714 Fifth avenue, New York; Secretary, B. M. Douglas, Jr., 35 West 34th street, New York.

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS.—President, Charles O'Connor, Philadelphia; Secretary and Attorney, Thos. J. Hickey, 1238 First National Bank Building, Chicago.

BARBERS SUPPLY DEALERS' ASSOCIATION.—President, Emil A. Fretz, Dallas, Tex.; Secretary, Joseph Byrne, 116 West 39th street, New York.

PERFUMERY, SOAP AND EXTRACT ASSOCIATION OF CHICAGO.—President, Donald M. Clark; Secretary, W. L. Filmer, Monsanto Chemical Works, Chicago.

PERFUMERY, SOAP AND ALLIED INDUSTRIES OF NEW YORK.—President, Frank J. M. Miles; Secretary, Karl Voss, 22 Eleventh street, Long Island City, N. Y.

DRAUCHEM CLUB.—President, B. M. Spencer; Secretary, George Uhe, 15 John street, New York.

SALESMEN'S ASSOCIATION OF AMERICAN CHEMICAL INDUSTRY.—President, F. P. Summers; Secretary, W. H. Adkins, New York. New York Chapter: Chairman, John A. Chew; Secretary, David H. Killeffer, 19 East 24th street, New York.

Philadelphia College of Pharmacy

Founders' Day exercises of the Philadelphia College of Pharmacy and Science were held February 23. The Senior Student orchestra of ten pieces furnished the setting, and there were also musical contributions consisting of a baritone solo by Harold C. Wright, '26, a tenor solo by John A. Borneman, B. Sc. '28, and an instrumental trio by Miss Pauline Pipkin, B. Sc. '26, 'cello; Samuel Dezenhall, Ph. G. '25, violin; Harry G. Schaeffer, B. Sc. '25, piano. Short addresses were made by President Braisted and Deans LaWall and Sturmer.

Among the outstanding events was the presentation of a grand piano to the College by the class of 1925.

The new catalogue outlining the three year course to be instituted in September will soon be out.

Foreign Trade Convention in June

The Twelfth National Foreign Trade Convention will be held in Seattle, on June 24, 25 and 26, according to an announcement of O. K. Davis, secretary of the National Foreign Trade Council. It will focus public attention on the notable growth of American foreign trade with the countries bordering the Pacific. It will also concentrate attention on the port improvements and other up-to-date facilities provided by Pacific Coast cities to handle their increasing volume of overseas business.

Franco-American Trade Board Elects Officers

Officers of the Franco-American Board of Commerce and Industry were re-elected recently at the annual meeting in this city, as follows:—President, Emile Utard; first vice-president, Pierre C. Cartier; second vice-president, Montaigu M. Sterling; third vice-president, Lucien Jouvaud; treasurer, Francois Ducasse; secretary, Joseph V. Ogier.

National Confectioners' Association

Walter C. Hughes, secretary announces that the forty-second annual convention of the National Confectioners' Association and its second annual exposition will be held in the Mechanics' Building, 111 Huntington avenue, Boston, June 3, 4 and 5.

ASSOCIATIONS, EXHIBITIONS, ETC.

(Continued from Page 24)

years samples from the United States for exhibition were admitted free and returned to America free of charge. Representatives of the fair committee in the United States are A. D. Straus & Co., 165 Broadway, New York City.

International Sample Fair at Naples

The Fifth Naples Sample Fair is to be held in September, 1925, reports Vice Consul J. C. Door. The success of these fairs has been increasing, and the forthcoming exposition will be marked by added efforts and greater expenditures. Naples is the largest commercial center in southern Italy and the entire region may be most conveniently reached from the city. American firms interested may obtain further information from the Naples Chamber of Commerce.

MASTER HAIRDRESSERS HOLD EXHIBITION

The American Master Hairdressers' Association held its seventh annual convention and exhibition at the Waldorf Astoria Hotel, New York, March 2, 3 and 4. Addresses were made by Adolph Bartke, A. C. Sturtevant, A. Blatt, L. Barden, Mrs. Ruth J. Maurer, Louise Berthelon, Alma Woodward, Eric Palmer, Wm. H. Alger, Sr., Edward McGinnis, Neal Shoree, Dr. Emil Shoree, J. Paul Fernel, O. C. McLeod, Dr. A. C. Geyser, B. F. McGuirl and M. Julius.

Jesse Oppenheim conducted a demonstration on hair dyeing and L. Barden was in charge of the marcel waving contest.

The exhibitors included: Wildroot Co., Wm. G. Korony, Pasquier Co., Empress Mfg. Co., Bliss Laboratories, Odell Co., Frances Fox Institute, E. Burnham, Inecto Co., Dr. Emil Shoree, Barbitzer Prod. Co., Elizabeth Hassenberg, Virozol Co., and Lockwood Brackett Co.

THE WAR IS OVER

A New Yorker rented his furnished apartment recently to a German. The New Yorker knew little about his tenant, save that he was over here on business, and his references were excellent. They had little conversation until a few days ago, when the German dropped in at the American's office to pay an instalment of rent. Then they fell into a little chat. The war was mentioned.

"I suppose you were in the army—the German army?" suggested the New Yorker. "Of course," replied the German. "Did you go overseas?" "I was a captain in the—th Infantry," replied the New Yorker.

The German leaned forward eagerly. He mentioned a certain section of line, a certain date. The New Yorker said his company was there at that time. The German mentioned certain landmarks. The American remembered them all too well. Some of them recalled acutely tragedies that time had already begun to soften. "You knew the line there?" he asked. "I was in command of the line opposite you," was the reply. "I was 'the enemy.'"

They fell silent for a bit, in some embarrassment. Then, in an uprush of questions that feeling passed. "Do you remember our raid on such a date?" asked the New Yorker. "I could scarcely forget it," replied the other. "Your fellows came within an ace of ending my memory and everything else so far as I am concerned." They looked soberly at each other for a minute. "I might have spoiled a perfectly good tenant," remarked the American, and in the ensuing hearty laugh the last shreds of embarrassment fell away.

This is a true story and there is probably a moral in it. The war is over.—*New York Sun.*

Safety-Matches

Lawyer (suffering from brain-fag): "I wish I lived in Sweden; divorces are almost unknown there."

Friend: "Perfectly natural, my dear fellow; the land of safety-matches; what?"



Willis H. Booth, one of the owners of the Sierra Talc Co., of Los Angeles, and vice-president of the Guaranty Trust Co., of New York, returned on the *Olympic* on March 4 from a trip abroad in connection with his duties as president of the International Chamber of Commerce. The Chamber will hold its third biennial congress in Brussels, June 21.

Mr. and Mrs. Henry G. Dusenbury sailed for France on the *Olympic*, March 7, and will spend April and May in France and England.

Mr. Dusenbury is perfumer for Richard Hudnut, New York and expects to visit the Riviera during the gathering of the rose and orange flower crops in May, returning to New York by way of Italy.

Richard Hudnut has established a laboratory and branch plant at Suresnes, a suburb of Paris, and Mr. Dusenbury will supervise the opening of this branch plant as an active producer of Hudnut products.



A. F. Brown, general manager Baxter Paper Box Co., Brunswick, Maine, has been in New York City in conference with L. H. Brodrick, New York representative of the company. While in the city, Mr. Brown took the opportunity to call on the trade in the Metropolitan territory.

Mr. and Mrs. Jean Bagaroff will sail for France on the *Olympic* March 28, after a stay of several months here.

Mr. Bagaroff, of Bagaroff Freres, Kazanlik, Bulgaria, will again visit his headquarters, and after the gathering of the rose crop will return to New York.

The attempt of the California authorities to collect an inheritance tax of \$300,013 on the estate of David B. Gamble, which was appraised at \$3,683,459, proved a failure. Judge Fleming held that while Mr. Gamble had lived for years chiefly in Pasadena, he had maintained his business and legal residence in Cincinnati. Mr. Gamble, who died in July, 1923, at the age of 75 years, was a son of one of the founders of the firm and for a long time was one of its officials.

Mr. and Mrs. Luis de Hoyos, Monticello, N. Y. are receiving the congratulations of their friends on the arrival of Rose Marie de Hoyos on February 28. Mr. de Hoyos is business manager of Synfleur Scientific Laboratories, Inc., and son-in-law of Mrs. M. Upshur von Isakovics, proprietor of this large and growing business.

Thomas J. McHugh, president of V. Vivaudou, Inc., sailed on the *Berengaria*, February 28 for an indefinite stay abroad in the interests of his company.

Mr. McHugh will meet David A. Schulte, chairman of the Board of Directors of V. Vivaudou, Inc., New York City, who sailed for Europe on the *Aquitania*, February 21. In company with Mr. Schulte, Mr. McHugh will visit the company's factory and retail store in Paris, meet the executives of the company abroad and call on the important factors in the trade in Paris as well as in London.

It is reported that V. Vivaudou, Inc., is negotiating for the purchase of the output of important Italian talc mines, as it is understood the company is planning to increase its talcum powder business.

In the absence of Mr. McHugh, E. H. Koehler, who was recently elected vice-president of V. Vivaudou, Inc., will be in active charge of the company's affairs. Robert E. Lee, who was recently elected assistant treasurer, will assist him.



THOMAS J. MCHUGH

Friends of Louis Philippe, president of Louis Philippe, Inc., New York City, will be agreeably surprised to learn of his marriage to Miss Frances Walsh, daughter of the late Mr. and Mrs. Joseph Walsh of New York City, which took place in Canada last July.

Mr. Philippe took his first vacation in fifteen years last summer by automobile through Quebec, Montreal, the Adirondacks and the New England states; and in Montreal he met his bride where the ceremony was performed.

Miss Mary R. Cass, general manager of the F. N. Burt Co., Ltd., paper box manufacturers, Buffalo, N. Y., has announced an insured thrift plan which the company offered to its employees on Monday, March 9. The plan is divided into two parts:

1. Systematic Thrift, to which the employee contributes and the money is all returned to the employee.

2. Group Life Insurance, on which the F. N. Burt Co., Ltd., pays the entire premium.

The plan, it is understood, has been very enthusiastically accepted by the employees, more than 90 per cent having signed for it. In fact, it would be surprising if they did not accept it, for it involves comparatively small deductions from their wages, rated according to age, and the employees win whether they live or die, or leave the Burt employ. It is not possible to go into details of this extremely cleverly wrought out plan, which seems to cover all possible contingencies of thrift promotion and life insurance as between the Burt company and its workers. In the start of this insured thrift system with the Burt company there is no medical examination for employees who go into it on the ground floor. Others who are now eligible and apply later will have to submit to medical examinations at their own expense.

The ultimate benefits run from \$1,000 to \$1,500 in the weekly deduction thrift plan while the insurance goes up to \$2,000 and there are provisions for total and permanent disability as well as other contingencies. A visiting nurse service, among other items, is provided for employees who are ill. One feature which also is interesting is that after receiving \$1,500 cash under the thrift plan the employee's life insurance will be continued at the expense of the Burt company. There are many other phases of the plan which mark it as being of benefit in a money way to the workers. The action of the Burt company is most praiseworthy, for there cannot be found anywhere a more generally happy and satisfied group of employees in a large industrial establishment than can be observed in the Burt factories which are under the management of Miss Cass.

Ino M. Jahiel, of Lenthier, Inc., New York City, has returned recently from a trip to Paris.

Northam Warren Corp. has purchased the Cutex building at 114-118 West 17th street, New York City, which it has occupied for some time. The building is a six-story and basement structure and covers a plot 75 x 92 feet. It is occupied exclusively by the corporation for the manufacture of its Cutex preparations.

A nation-wide warning has been sent to banks and trust companies of two counterfeit notes. One is a ten-dollar note on the Federal Reserve Bank of Boston, bearing the check letter F and face plate No. 271. According to the Federal Reserve Bank of New York, it is a "poor imitation and should be easily detected." The other is a five-dollar silver certificate, Series of 1899. The check letter is E and the face plate is No. 140.



MISS MARY R. CASS

Burton T. Bush, president of B. T. Bush, Inc., 45 John street, New York, received the congratulations of his friends on March 2 because of the first anniversary of the new corporation.

Mr. Bush, who has had an interesting career, marked by a rapid and consistent rise, is as hard a worker as anyone in his large organization, and divides his time between the plant at Delawanna, N. J., and the New York sales and executive offices.

Last October he announced that L. Givaudan & Co., of Geneva, Switzerland, and Lyon, France, had acquired an interest in the corporation and the liaison between the plants abroad and the Delawanna establishment has been completely effected.

Leon Givaudan, head of L. Givaudan & Co., accompanied by his brother Xavier, arrived in New York March 18 on the *France*. They are here primarily to confer with the American staff of chemists at the Delawanna plant on the processes for Givaudan specialties; and to discuss the business outlook with Mr. Bush.

There have been five new buildings erected at Delawanna, and they will be illustrated in an early issue.

Fred P. Beaver, for many years head of the Beaver Soap Co., Dayton, Ohio, and who until his retirement from active business a short time ago was identified prominently with a number of commercial enterprises, has made a gift of \$100,000 to Denison University, Granville, Ohio.

George F. Young, of Charles W. Young & Co., soap manufacturers, has been elected a director of the Tenth National Bank of Philadelphia.

Willard A. Walsh, whose long connection with the perfumery supply industry is well known to our readers, advises that in addition to conducting W. A. Walsh & Co. as American agents for Anciens Etablissements Bing Fils, Paris, France, he has acquired an interest in Fox & Clarke Co., Inc., 116 W. 32nd Street, New York, and has been elected treasurer of the corporation. The other officers are Arthur G. Fox, president, Fred D. Clarke, vice-president and secretary.

Fox & Clarke Co., Inc. are American representatives for Societe des Produits de Synthese "Sopros," Mantes, and P. Robertet & Cie., Grasse, France.

The increased demand for petroleum and white oils as refined by L. Sonneborn Sons, Inc., at their refinery unit in Petrolia, Pa., has compelled them to add materially to their facilities there. The new equipment, which is now in full operation, gives them an increased production of approximately 50 per cent, thus enabling them to cope with the growing demand for these products. Since the larger part of the output is consumed by the cosmetic industry, this increasing demand appears to them to be just another indication of the phenomenal growth of this industry during the last few years.

Here is a Wise Bird: A man who believed he knew all about parrots undertook to teach what he thought to be a young, mute bird to say "Hello!" in one lesson. Going to the cage he repeated that word in a clear voice for several minutes, the parrot paying not the slightest attention. At the final "Hello!" the bird opened one eye, gazed at the man and snapped out, "Line's busy."—*Confectioners' Journal*.

Francis A. Countway, of Boston, Mass., president of Lever Brothers Co., Cambridge, has returned home after an extended visit to Florida. He was accompanied by his sister, Miss Sanda Countway. They divided their time between Miami and Palm Beach.

Scientific Specialties Co., Inc., 30 Irving Place, New York City, announces that it has new equipment for supplying a complete line of perfume vials which it is now offering to the trade. The chief specialties in the line are featured in the company's advertisement on advertising page 57.

Ernest Daltroff, president of Caron Corp., New York, and also proprietor of Caron Parfumer, Paris, arrived on the *France*, February 25, for an indefinite stay in the United States, and is making his headquarters at the office of the New York corporation, 389 Fifth avenue, which is in charge of Frank N. Carpenter.

Marcelino Hernandez, proprietor of Le Marcelino Co., New York City, who has been critically ill for several months has almost completely recovered and is now able to be about again.

The rapid rise of David A. Schulte in the merchandising field reads almost like a romance. He is a conspicuous example of a self-made man, for he rose with marked rapidity from a humble position to head of the A. Schulte, Inc., cigar stores of New York City, and other enterprises which he controls.

As head of Park & Tilford, Inc., who are important factors in the perfume and toilet preparations industries, particularly in the imported lines, and now as a director of V. Vivaudou, Inc., of which control was recently acquired, Mr. Schulte is regarded as one of the outstanding men in the industry. For this reason much interest is attached to his present trip in company with Thomas J. McHugh, president of Vivaudou, Inc., to the centers of production of raw materials on the continent.

Notwithstanding the reports made by some mercantile agencies that business in general has not been unusually good, Ungerer & Co. say they have no fault to find with the demand for their essential oils, floral products and other perfumers' materials. They report excellent results for January and February and sales for the latter month exceeded, by a substantial amount, the best previous month in the history of the company.

The Mathieson Alkali Works, Inc., moved their general offices from 25 West 43rd street to 250 Park avenue, New York City, March 21. The new offices are larger and provide better facilities for the efficient handling of the company's increasing business. The building at 250 Park avenue was recently completed and occupies the block bounded by Park and Vanderbilt avenues, and 46th and 47th streets.

Edward Mallinckrodt, Jr., was re-elected president of the Harvard Club of St. Louis at the annual dinner of the club held in the University Club in that city recently.

Frederick H. Ungerer, with Mrs. Ungerer and their daughter Adele, sailed on the *Olympic*, March 7 for a three months' visit to France, Switzerland and England.

Mr. Ungerer, who is vice-president of Ungerer & Co., New York, has had wide experience in the importation and sale of perfume raw materials in this country and is now undertaking the first of a series of visits to primary centers to study the growth of flowers, and the production of perfume materials.

The very agreeable personal qualities which have endeared him to many friends in this country will make him *persona grata* with European factors in the industry who have heretofore known him only by his good repute.

He will of course visit the plants of the principals that Ungerer & Co. represent, viz.: Hugues Aine, Grasse, France; M. Naef & Co., Geneva, Switzerland, and Stafford Allen & Sons, Ltd., London, England.

Mr. Ungerer's departure was signalized by an impromptu dinner at the Ungerer establishment at 124 West 19th Street, New York, attended by W. G. Ungerer, F. H. Ungerer and their co-workers. The third floor of the building was cleared and decorated and the affair was made even more memorable by the distribution of a substantial bonus to members of the organization based on the profit for the preceding year.

Dr. Max Mueller, president of Rhodia Chemical Co., New York, sailed on the *Olympic* March 7, for a six weeks' business trip to France, Switzerland and Germany.

Dr. Mueller will spend most of his time visiting the works of the Societe Chimique des Usines du Rhone with whom the company is associated at St. Fons and La Plaine, Switzerland, as well as the executive offices in Paris.

Charles F. Kelly who has been appointed sales manager for the Rhodia Chemical Co., and its principals in the United States has had an interesting career in the pharmaceutical and chemical trades. He was born at Elmira, N. Y. Following the completion of his academic and scientific education he went to Parke, Davis & Co. as Eastern representative with headquarters in New York City and remained with that organization for fifteen years, resigning to go with Ralph L. Fuller, Inc. He then joined the



FREDERICK H. UNGERER



DAVID A. SCHULTE



DR. MAX MUELLER

Monsanto Chemical Co. as sales manager with headquarters at St. Louis, remaining until 1921 when he joined the Rhodia Chemical Co. in a sales capacity.

In addition to handling sales of the Rhodia Chemical Co. Mr. Kelly will be in charge of sales in the United States for the Societe Chimique des Usines du Rhone with whom his company is associated and J. E. Sozio, Grasse, France, for whom the company is American agent.

Mr. Kelly is a member of the Salesmen's Association, American Chemical Society, and New York State Pharmaceutical Association. His activities led to his election some years ago, as president of the Commercial Travelers' Auxiliary of the latter association. His principal hobby is business, although he finds time at intervals for his favorite recreation, golf.

Raph H. Auch, chief chemist of the Odorono and affiliated companies in Cincinnati, Ohio, is the author of an interesting article on "Production in Manufacturing Establishments," which begins on page 19 of this issue. Mr. Auch naturally is treating the subject with special reference to the requirements of manufacturers of toilet requisites and other commodities produced by our industries. His experience has amply qualified him for treating the topic from both the practical and scientific viewpoints.

Mr. Auch's educational training included attendance at the University of Cincinnati, where he received the degrees of Bachelor of Arts and of Chemical Engineer. He also completed a year's course in Business Law. His experience in chemical and production work includes more than three years with the Procter & Gamble Co., of Cincinnati. For the last eight years he has been with the Odorono Co., and its associated companies, the Glazo Co. and the Vauv Co. In addition for the last four years he has been general manager of the Edral Co.

Mr. Auch is a member of numerous chemical and engineering societies and academic and professional fraternities. During the World War he served in the O. T. C., Infantry and Chemical Warfare Service. He is married and has three children.

G. A. Russell, formerly physiologist in charge of Drug, Poisonous and Oil Plant Investigations for the United States Department of Agriculture at Washington, D. C., and who is now chemist for the Vick Chemical Co., Greensboro, N. C., was a recent visitor to New York and called on the Editor.

Mrs. Samuel I. Simons has announced the marriage of her daughter, Miss Marion Simons, to Arthur Abraham Sofcheck on March 12 at Brooklyn, N. Y. The bride has been secretary for a number of years to W. H. Rowse, first vice-president and sales manager of Morana Incorporated and has won numerous friends, who will join in congratulations.



RALPH H. AUCH

Announcements have been made to the trade by Morana Incorporated and the Antoine Chiris Company, New York, relative to the agency contract between the first-named house and Etablissements Antoine Chiris, of Paris, that became effective last August.

Morana Incorporated made the following announcement:

"We have found it impossible to satisfactorily serve the trade with Chiris goods, due to the failure of Etablissements Antoine Chiris to complete the terms of the agency contract existing between us. The relations between Etablissements Antoine Chiris and ourselves have therefore been suspended.

"We shall, as heretofore, continue to supply to the manufacturers of perfumes, soaps and flavoring extracts natural flower oils, essential oils, synthetics, aromatic chemicals, etc., of the highest quality."

The announcement of the Antoine Chiris Co., 147 Waverly place, New York, was as follows:

"We take pleasure in announcing to all Chiris customers and the trade in the United States and Canada that we have resumed the sale and exclusive sales agency of Etablissements Antoine Chiris, of Paris and Grasse, France, as conducted by us prior to August 1, 1924.

"All Chiris customers may count on our exerting all our endeavors to give them the best and most reliable service in supplying them with pure natural flower products, pure imported essential oils and perfumers' exotic originating from the old established Chiris house in France."

Etablissements Antoine Chiris, of Paris, in an announcement in our advertising section, refers to the change as having become effective March 9 and asks the co-operation of customers with its American subsidiary.

Vietor & Hosken, New York distributors for the Hoshi Pharmaceutical Co., Ltd., of Tokio, have received a letter from an official in the Treasury Department stating that, although the department's formula for alcohol denatured with menthol requires the use of U. S. P. menthol, the product of the Hoshi company may be used for denaturing alcohol. Analysis by the department found the article to be U. S. P. in all respects except in melting point, which is 37° instead of 40°. The Hoshi menthol is made in Japan from by-product peppermint oil and comes in powder or granular form, as distinct from the usual menthol crystals. It sells about \$1 per pound below the price quoted on U. S. P. menthol here.

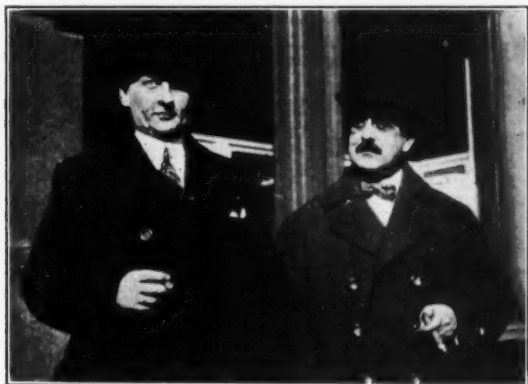
The corporate name of Pierre Lemoine et Cie., Inc., has been changed to Pierre Lemoine, Inc., New York City, under the laws of Delaware. The company has elected the following officers for the ensuing year: President and treasurer, C. R. Meltor; vice-president and secretary, E. M. Meltor; directors, C. R. Meltor, E. M. Meltor, Edward O. Heydt.

The company announces that it expects to be located in its new building at 108 John street, New York City, after April 1. The company has taken over the entire six-story building, and is remodeling it so as to include offices, laboratories and other departments of the business under one roof.

Fred A. Schwannecke, president of the French Cosmetic Mfg. Co., Inc., New Rochelle, N. Y., who has been confined to his home with influenza, is rapidly recuperating.

The Progress Club, consisting of employees of the Lever Bros. Co., Cambridge, Mass., held its annual dance February 19, in Mechanics' Hall, Boston. The attendance exceeded six hundred members and guests. The entertainment included singing by a quartet, exhibition dancing, solos, and contest dancing by club members and their partners. Prizes were given in the whist tournament, held for those who did not care to dance. Company officials present included Russell White, general manager; A. B. Bernhart, sales manager; A. C. Rock, treasurer, and J. Robie Cove, works manager. P. R. Babcock was general chairman of arrangements, and the special committee chairmen included Miss Mary Dalton, dancing; William Workman, whist; James Reeves, refreshments; Carl Reynolds, decorations; Harry McLean, advertising and printing; William Malone, entertainment; W. W. Pear, music, and Thomas McInerney, tickets.

Jules Vollbehr, sales manager of A. Maschmeyer, Jr., Amsterdam, Holland, sailed for home on the *New Amsterdam* March 14. He was enthusiastic over the possibilities in the American market and expressed himself as greatly



JULES VOLLBEHR AND FRANK M. BAUER

pleased with the result of the Maschmeyer account in the hands of Pfaltz & Bauer, Inc., New York, who are the American agents. In company with Frank M. Bauer, vice-president and treasurer of Pfaltz & Bauer, he posed for the Editor's camera just before sailing.

A. Maschmeyer, Jr., have been steadily expanding their plant during the last few years and enlarged their staff of research and manufacturing chemists. During the Editor's visit to Amsterdam last year he had the pleasure of inspecting the establishment which was busily engaged with orders from all over the world for the various specialties of the house, viz.: musks, ambrette, keton and xylol, etc.

Franklin Dunlap, for two years in charge of advertising and sales promotion of the Diamond State Fibre Co., Bridgeport, Pa., has been appointed general manager of the Beaver Soap Co., Dayton, Ohio.

Daniel MacGugan, Jr., formerly assistant advertising manager of John Lucas & Co., Inc., Philadelphia, succeeds Mr. Dunlap.

The height of optimism: A man who will send a package to Scotland C. O. D.—*The Wall Street Journal*.

Jean Goby, son of Xavier Goby, proprietor of Tombarel Freres, Grasse, France, who has been in this country studying manufacturing conditions, sailed for home on the *De Grasse* on March 16. Mr. Goby while here made his head-



LEFT TO RIGHT: CHARLES H. ALKER, JR., MISS GRACE ALKER, JEAN GOBY, CHARLES H. ALKER AND MRS. ALKER

quarters at the offices of the American agent of the firm, the Orbis Products Trading Co., Inc., 215 Pearl street, New York City. While in this country, Mr. Goby spent several weeks in observing conditions in the manufacturing laboratories of Lehn & Fink, at Bloomfield, N. J.

Mrs. C. H. Alker and her daughter, Miss Grace Alker, sailed also on the *De Grasse* for a two months' trip to France and Italy and will be in Rome during the Easter holidays.

Mr. Alker is second vice president of Orbis Products Trading Co., Inc., New York, who represent Tombarel Freres in the United States and Canada, and it was a fortunate coincidence that his wife and daughter had the escort of Mr. Goby when sailing on a French ship. The accompanying photograph was taken on board the *De Grasse* just before the liner left her pier on her voyage across the Atlantic.

Kenneth H. Beattie, treasurer of W. C. Ritchie & Co., Chicago, Ill., paper box makers, recently spent a week in



L. H. BRODRICK AND KENNETH H. BEATTIE

New York City conferring with L. H. Brodrick, Eastern representative for the company. The accompanying photograph of the gentleman was taken by the Editor during Mr. Beattie's visit. Unfortunately so much time was taken

up with business that he was unable to accept numerous invitations to athletic events in the metropolitan section. Mr. Beattie is a member of the Illinois Athletic Club and takes an active interest in all of its affairs. His favorite outdoor recreation is golf in which he enjoys an enviable reputation. Mr. Beattie is also identified with several of the prominent clubs of Chicago and its vicinity.

No. 3 of a series of drug store romances by Addison White in *Drug Topics* recently concerns Frederick F. Ingram, of Detroit, who was a member of the first Executive Board of the Manufacturing Perfumers' Association (now the American Manufacturers of Toilet Articles), later its vice-president, long active in its work and whose labors as chairman of the Transportation Committee especially are remembered as having contributed much of practical benefit to the industries represented in the association.

Mr. Ingram, as the romance reads, was a freckle-faced farmer's son of 17 when in the Summer of 1874 he drove his father's herd of cattle to the railroad in Kalamazoo. The farm and the annual cattle drive were all he knew of the world, but he possessed imagination, ambition and an eagerness to work at something that would get him somewhere. He had studied telegraphy evenings as the only stepping-stone he thought of for his escape from the farm. On this particular hot, dusty Summer day he confided his desire for an opportunity to the station agent. The boy's earnestness impressed the railroad superintendent and the lad soon got a job as a night operator in a small junction station. Life was dull there with little to do all night and the lad's soul craved for action.

Then he obtained a clerkship in a drug store, studied hard and worked still harder. When 21 he heard of a drug store for sale in Ypsilanti on his next day off went there and bought it on what he calls a "sewing machine mortgage." He went to Detroit and his earnestness and frankness won the friendship and a line of credit from jobber.

Ypsilanti is the home of the Michigan State Normal School and the youthful druggist's anxiety to please the embryo teachers not only won their trade but their confidence. He learned that they wanted something more than ordinary cold cream, something with remedial qualities as well, that would discourage freckles and protect and enrich the skin. Resourcefulness, already in evidence in Druggist Ingram's life, was equal to the occasion and after numerous experiments his Milkweed Cream was produced. It struck the feminine fancy and the "sewing machine mortgage" soon disappeared. Seeking something greater he sold his store and for a few years traveled for a Detroit wholesale drug house.

He then decided to settle down and bought an interest in a competing drug firm, but his partners frowned on his Milkweed Cream and he bought them out. It was then that Mr. Ingram began to make the most of his new opportunity. Each year he pushed and increased the sale of Milkweed Cream, putting his profits back into the busi-

ness. In 1892 he began to advertise in national magazines and the result is the tremendous business which the Frederick F. Ingram Co. now enjoys, with a distribution in foreign lands and a branch laboratory in Windsor to meet the demand in Canada. In the course of time Mr. Ingram evolved a therapeutic shaving cream and then a full line of toilet preparations based on the milkweed formula of success.

Besides his intense business activities Mr. Ingram has been prominent in Detroit and Michigan civic affairs. He also finds recreation and pleasure in educational, sociological and economic studies and is a member of many national associations dealing with these subjects. So much for the farmer's boy whose original capital was pluck and who has spent forty-seven fruitful years as a retail druggist, traveling salesman and toilet preparation manufacturer.

E. M. Laning, president of E. M. Laning Co., New York City, has returned from a three weeks' trip through the South, where he visited Atlanta, Nashville, Jacksonville, Paris and Memphis in company with his new Southern salesman. Mrs. Laning accompanied him and part of the time was enjoyed as a vacation at Sulphur Springs, Fla.



FREDERICK F. INGRAM

Announcement has been made of the appointment of a chairman to cover the toilet specialties field in the forthcoming Home Service Appeal for the Salvation Army in New York City. C. M. Baker, of Pond's Extract Co., 131 Hudson street, will be responsible for solicitation in the Toilet Specialties Division, and is now completing his committee and planning its work.

This appeal is the annual presentation of the Army's budget for maintenance requirements. This year the budget calls for \$523,343, to be used in financing the work of 47 institutions throughout the five boroughs. The appeal will be before the public during the month of May, under the general chairmanship of David H. Knott, former sheriff, and aided by Henry W. Taft, president of the permanent Advisory Board. Headquarters for the appeal have been opened at 510 Knickerbocker Building, 42d street and Broadway.

P. R. Dreyer, 15 Platt street, New York City, has returned from an extended trip through New England and the Middle West, calling on the trade in the interests of his company and his principals, Bertrand Freres and Naarden Chemical Works, for whom he is United States agent.

Tin Decorating Co., of Baltimore, Md., in its attractive insert between advertising pages 92 and 93 reproduces some of the containers which it manufactures for talcum powder. On the reverse side, brief but suggestive comment on the quality of its work is given.

Belgian Trading Co., Inc., 44 Whitehall street, New York City, has appointed Clayton French Shoemaker, Jr., as its Philadelphia representative, effective March 23.

Mr. Shoemaker has a wide circle of friends in his territory, for he has been connected for many years with the old established firm of Busch & Shoemaker, wholesale druggists. His address is 310 Landrillo road, Cynwyd, Pa.

Colonel Austen Colgate, of Colgate & Co., has been elected president of William E. Quimby, Inc., Newark, N. J., manufacturer of pumps, as well as president of the Sundh Electric Co., of the same city.

Gilbert Colgate, president of the American Manufacturers of Toilet Articles and president of Colgate & Co., New York, sailed on the *Homer* on January 24 for Constantinople, taking the Mediterranean route to Rumania. He planned to stop at Bucharest to visit his daughter and son-in-law, Mr. and Mrs. Edwin St. John Greble, Jr. Mr. Colgate expected to be away for several months.

Sidney M. Colgate has returned to duty after an enjoyable sojourn in Florida.

Mr. and Mrs. Walter T. Hathaway spent a fortnight's vacation last month at Pinehurst, which resort the Colgate purchasing agent declares, possesses golf links that are not excelled by any other greens he has played.

The *Colgate Clock* contains an interesting account of the annual banquet and theater party of the Purchasing Department's Bowling Club, which was held last month. Through the courtesy of Walter T. Hathaway, the toastmaster, the banquet was held in one of the dining rooms of the Canadian Club, in the Belmont Hotel. Mrs. Hathaway shared the honors of the festivities. Wit and wisdom mingled in the after dinner remarks and in winding up the toasting Mr. Hathaway alluded to the approach of his fiftieth birthday with Colgate & Co. on October 3d, saying that he could not realize so many years had passed. He spoke of the high-type merchants who were associated with the Colgate business from its inception.

"There is one thought," he continued, "which I do not think has been touched upon in the history of Colgate & Co. There were three brothers in the Colgate family: Samuel Colgate, who went into the soap business; James B. Colgate, who became a banker, and Robert Colgate of Robert Colgate & Co., now with others the National Lead Co. Those three brothers became very successful business men in three entirely different and distinct lines of business. The three enterprises are still in existence, and each, in its respective line, is a leader, and as successful as the other."

The merry bowlers then saw "Lady, Be Good!" at the Liberty Theater, adjourning with a cheer "Vive le Hathaways!"

Meanwhile the Jeffersonville branch of the Colgate corporation is active. Recent announcement that a night force had been put to work surprised the community. With nearly 400 men at work in the Colgate plant and others being added as rapidly as manufacturing capacity can be increased, Jeffersonville has substantial material proof that one of the greatest industrial plants in the middle west is soon to belong to her.

Through the courtesy of the Colgate people the old reformatory school on the site has been fixed up and turned over for the use of the Clarksville school children for their use until their \$30,000 school house, recently destroyed by fire, can be replaced.

Rolande-Hoefer Laboratories, Inc., manufacturers of cosmetics, have taken a three year's lease on new quarters at 428 East Broadway, Portland, Oregon.

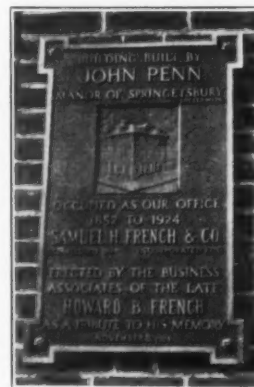
Ten ownerless, friendless \$100 bills were sent to New York Police Headquarters recently from the Long Island City police court, following the discharge of John Bennet, 69 Sixth avenue, on a charge of bribery. Patrolman Hadden, Schroy and Woods, of the special service division, put the bills in evidence to substantiate their accusation that Mr. Bennet had tried to bribe them when they found evidence of violation of the Volstead act in the plant of the Vernon Synthetic Chemical Corporation, 166 Vernon avenue, Long Island City.

The patrolmen asserted earnestly that the money was not theirs. Mr. Bennet did likewise and added that the police had searched the chemical plant without warrant and that their charge regarding it had been dismissed by the Federal authorities.

The tablet herewith pictured has been placed on the new factory building of Samuel H. French & Co., Philadelphia, as a tribute to the memory of the late Howard B. French by his business associates.

The tablet also marks the site of the historic John Penn Manor of Springettsbury, which the firm occupied as its office from 1852 to 1924 and on which the new French factory has been erected.

Howard Barclay French died October 16, last year, at his summer home in Radnor, at the age of 76 years. He belonged to numerous business and civic organizations and left a long and honorable record of the faithful performance of the duties of good citizenship. Mr. French always took a keen interest in the affairs of the Philadelphia College of Pharmacy, from which he was graduated in 1871. After several terms as vice-president he was elected president in 1900, holding the office for 21 years.



The branch of the U. S. Industrial Alcohol Co. at Buffalo, N. Y., is now located at 710 Ohio street.

Judge Brewster in the federal court in Boston, March 4, ordered 500 cases of hair tonic returned to the Allied Drug & Chemical Co., New York, consignors of the shipment seized by prohibition agents at the South station in 1923. The hair tonic is valued at \$15,000. It was consigned by Samuel J. Zion of Boston.

L. A. Van Dyk, the well known manufacturing chemist, since March 1 has been occupying new and larger quarters at 20 East 12th street, New York City, the change having been made necessary by the constant and rapid increase of the business. Telephone: Stuyvesant 5269.

The Scherk Importing Co. has changed its name to Parfumerie Scherk and moved into new quarters at 67 Irving Place, New York City. Telephone: Stuyvesant 4120.

Joseph Oestel, better known to his many friends among the perfumers and other users of essential oils as "Joe," has recently associated himself with Ungerer & Co., New York. Mr. Oestel was formerly with the Rhodia Chemical Co. and prior to that was with the firm of Elson & Brewer for many years until its dissolution in 1924 and is intimately acquainted with all phases of the essential oil business.

All who know Mr. Oestel, and there are few in the trade who do not, will wish him the best of fortune in his new connection with Ungerer & Co.,

A. A. Lobel has been appointed chemist in charge of manufacturing operations for the Wilfred Academy of Beauty Culture, New York City.

Harold F. Davidson of the sales staff of L. A. Van Dyk, New York City, has returned from an extended trip through the South.

Robert Gair Co., New York, reports for year ended December 31, 1924, net income of \$363,890, after interest, depreciation, etc., equivalent to \$9.11 a share earned on \$3,993,400 outstanding preferred stock. This compares with \$803,503, or \$20.12 a share in 1923. Dividends have not been paid on an average of 30,233 shares of preferred stock since June 1, 1921, but dividends to December 1, 1921, were declared on January 16, 1925, payable March 1, 1925.

American Can Co. has declared a quarterly dividend of $1\frac{3}{4}$ percent on the preferred stock payable April 1 to stockholders of record March 17.

Construction will be started this spring by the company on a \$1,000,000 building program in Vancouver, B. C., according to an announcement made by the general manager. The program includes the erection of a large concrete plant, which will be equipped with nearly \$500,000 worth of machinery.

American Products Co., of Cincinnati, announces that the Zanol pure food kitchens, laboratories and general offices are going to have a new home. A $2\frac{1}{2}$ acre site has been bought and a new absolutely fire-proof building is to be erected. It will be of concrete, 7 stories in height and will be equipped with the latest mechanical and sanitary features. Every department will be modern to the last degree, including a private railroad switch to facilitate the handling of supplies received and shipments of products. Ground for the new building will be turned soon.

The Belgian Trading Co., Inc., of New York City, has appointed as Pacific Coast representative the Raymond Co., of 149 California street, San Francisco. James T. Hanna, manager and one of the partners of the Raymond Co., was connected until a year and a half ago for a period of sixteen years with the wholesale drug firm of Langley & Michaels Co., San Francisco.

The New York branch of the Federal Products Co., Inc., of which C. Randall Hammond is manager, has been moved to the building at 70 West street, next door to the previous location. The old telephone numbers are retained: Bowling Green 1577-1578.

Fred S. Rogers, of McMonagle & Rogers, Middletown, N. Y., is enjoying a vacation in Florida. Mr. Rogers is president of the Flavoring Extract Manufacturers' Association.

Miss Natalie Warner arrived February 16 in the home of Mr. and Mrs. Charles Mortimer Warner, 290 Riverside Drive, New York City. Mrs. Warner is the daughter of Mr. and Mrs. Willard A. Walsh.

The F. N. Burt Co., Ltd., of Buffalo, N. Y., has sold its interest in the manufacture of paper cups to the Vortex Mfg. Co., of Chicago, the deal having been made effective as of January 26. In discontinuing its paper cup division the Burt company has been influenced by the need of the space it occupied for utilization in meeting the increased demand for its paper boxes, which have been the chief output of the factories in Buffalo and in Toronto. The paper cups are now being manufactured entirely in Chicago. There was a patent litigation between the Burt and Vortex interests regarding the making of the paper cups, but it is understood that an amicable arrangement was made, and the Burt company was enabled in an advantageous way to dispense with a side-line that it was quite willing to relinquish.

Hoffman & Van der Veer, Inc., Somerville, N. J., whose formation is mentioned in our NEW INCORPORATIONS, has a \$50,000 authorized capital and manufactures products used chiefly in restricted dieting under the direction of physicians, and which include diabetic foods, certified flavoring extracts, food colorings, and several other specialties, which the Efficiency Products Co. has been marketing under the trade-mark name of "Ecmo." The factory of the Efficiency Products Co. at Somerville is being made ready to accommodate the business of the new corporation.

The incorporators are Charles W. Hoffman, Henry H. Van der Veer and Clarence Garretson. The new firm takes over a business which was started in 1920 by Captain Hoffman under the auspices of Dr. William Allen Orton, of Washington, D. C., and Dr. Frederick Madison Allen, of New York City and Morristown, N. J. From a very modest beginning it has grown to the substantial proportions which call for the reorganization.

The Cole Laboratories, Ardmore, Oklahoma, which was recently organized to manufacture tonsorial and beauty parlor supplies, has opened a Chicago branch office, at 6 West Randolph street, in charge of I. W. Cole, who is looking after the purchasing end and local business. The general manager of the laboratories, Harold G. Cole, has had considerable experience in this line, having for three years been with the S. S. Kahn Chemical Products Co. of Ardmore, and previously with the Marinello company.

Charles L. Huisling, chairman of the Drug and Chemical Section of the New York Board of Trade and Transportation, has returned home from a six weeks' trip to London, Paris and other European trade centers.

Dr. W. G. Becker, vice-president of the National Aniline & Chemical Co., New York, sailed on the *Adriatic* on February 27 for a two months' Mediterranean cruise.

CHICAGO

CHICAGO, March 16.—A general spirit of optimism permeates the Middle West as seen in talks with factors of importance in the perfumery, essential oils and toilet preparations trade. Donald M. Clark, president of the Chicago Perfumery, Soap and Extract Association, who has exceptional opportunities for apprising conditions in the trades, is fully convinced that the outlook all around is extremely bright. (In relation to the association affairs see the report on page 24 of the last meeting of the C. P., S. & E. A.) Mr. Clark gave his views as follows:

"Business everywhere is looking up. Our firm, the Franco-American Hygienic Co., is taking care of steadily increasing business and is putting on additional salesmen to further enlarge it. The business is in the country, and all that is needed is for those who want it to go right out and get it. And this applies also to many other houses, a majority of them, who are booking a greater volume of business than before and are adding to their sales force."

Individual perfumes are in great demand now, according to Miss Harriet E. Montgomery, who operates the René Perfume Shop at 302 South Michigan boulevard, near the famous "Link" bridge. She sells individual odors to particular people, that is her specialty, and it comprises seventy per cent of her business. These odors are termed "blends," and are made up of combinations of standard imported stock.

"I have been 'blending' odors for the last six years," she said. "Society women are keenly partial to something strictly individual. The standard odors, even of the higher grades, are too commonplace, and once a woman has used a 'blend' especially prepared for her and suited to her personality and tastes, she seldom ever goes back to the standard odors. 'Blending' is not new with me. I started it when employed in the Owl drug store in State street and continued the work when I took charge of the perfumery department in the Walgreen Morrison Hotel store. Much of the trade for special odors developed there now comes here to the new shop.

"Here only high-class trade is served, and the call is for goods retailing for from \$10 to \$15 per ounce. The individual scents or 'blends' are made up from this grade of stock. I find it necessary to keep a record of the formulas used and the names of patrons to whom each formula applies, in order not to duplicate a formula for customers who know each other or are likely to meet. Of course, it is not practical to make a different 'blend' for each customer desiring something individual to herself as there would hardly be enough 'blends' to go around."

Complexion powders, rouges, lip sticks, etc., as well as perfumes, are treated in the same way at this shop, so it appears that the fine art of selling toiletries which harmonize with each personality and keeping an accurate record of the same has been highly developed in this establishment.

Henry J. Beck, of Chicago, is returning home this month from Brandenton, Florida, where he has had a winter home for the last fourteen years. Mr. Beck was with the Dodge & Olcott Co., of New York, for thirty-six years, having been the firm's Chicago representative for twenty-seven years when he retired. Mr. Beck then took up the United States sales end for the Northwestern Chemical Co., manufacturers of amyl butyrate for perfumers, of Wauwatosa, Wisconsin, his object, as he modestly expressed it, being to

"keep from getting rusty" and continue in touch with his numerous friends in the drug and chemical trades, although all conversant with his activities are sure he never could "get rusty."

Coty, Inc., will start an advertising and selling campaign on April 1 in Chicago and nearby territory, featuring their face powder, according to an announcement to that effect made in Chicago.

The Chicago Perfumery, Soap and Extract Association has arranged for bowling at the Elks' Club every Wednesday evening for its members. This weekly affair bids to become very popular. Members, who do not attend miss good sport and real fellowship.

Charles A. Rindell, the enterprising head of the firm of Charles A. Rindell, Inc., of Chicago, has returned home with Mrs. Rindell and Master William Addison Rindell from a vacation spent at Clearwater, Fla. The accompanying snapshot taken on the shore of the Gulf of Mexico dis-



C. A. RINDELL ABSORBS INSPIRATION IN FLORIDA

closes Mr. Rindell enjoying the balmy breezes that sweep softly across this Florida key. The instrument on the tripod in front of him is not a radio transmitter, nor a machine gun, nor a camera, but a Corona thought-recorder with which he is preserving some of the bright ideas which have come to him as a result of the inspiration he received when he viewed the corona of the sun during the eclipse.

Mr. Rindell's firm is the Chicago representative for several important manufacturers in our industries, and his recent rest will give him renewed energy, if that were really needed, to push their interests.

Charles H. Nichols, who liquidated the Charles H. Nichols Trust some months ago, a concern that marketed a large line of medicinal and toilet preparations, and who bought at auction sale a few of the big sellers of that line, has started in business as Chas. H. Nichols & Co., at 6014 South State street, and is inaugurating a spring selling campaign on a dry cleaner and other hygienic and toilet items.

The Illinois Pharmaceutical Travelers' Association held a banquet at the La Salle Hotel on the evening of March 7, which was attended by travelers connected with the drug chemical, perfume, soap and toiletries trades. It was a lively affair, the dinner being followed by entertainment of excellent character. President Guthrie, Secretary Neely

and Mr. Arnett were the moving spirits of the affair. During the day sessions of the Illinois Ph. A. Executive Committee were held, at which advance preparations were made for the state convention, to be held at Decatur in June. The program of the coming state meeting, it is said, will feature toilet and perfume sales in drug stores.

Frank S. Dedrick, chief chemist for James S. Kirk & Co., Chicago, is in St. Francis Hospital and is expected to be there for two weeks. The Chicago Perfumery, Soap & Extract Association sent him a remembrance of flowers.

A sad event attracting wide notice in the trade was the death of Mrs. Michael B. Zimmer, Chicago representative of Fritzsche Brothers, of New York, which occurred February 26 at the family residence here. It was somewhat as tragic a death as it was sudden. Mr. Zimmer was in St. Louis on a business trip, leaving home for that city the evening previously, little suspecting that the grim reaper would visit his family within a few hours. He was reached by telephone promptly and apprised of his bereavement.

Mrs. Augusta Zimmer was a woman of fine personality and possessed of many graces of head and heart. She was not only a devoted wife and mother but a lover of humanity, and found many avenues through which to manifest that kindly interest in and affection for her fellow mortals—a trait which does so much to remind us all that mankind is a great human-divine brotherhood. Besides her husband, she leaves a son who is studying for a degree of theology and philosophy in Rome, and two daughters.

The obsequies were held in the Lady of Sorrows Church, the Abbot of the Abbey of St. Bede officiating. The chemical, extract and soap trades were represented in large numbers, evidencing genuine sympathy with Mr. Zimmer and his bereaved family. Beautiful floral pieces were sent by the Chicago Perfumery, Soap and Extract Association and the Chicago Drug and Chemical Association.

The Shirley Company has been formed by Mr. Weinberg and others interested in old Val Dona Company, to put on the market three new toilet preparations, a hair dressing, a lilac after-shaving dressing and a bay rum preparation for after-shaving and the bath. An intensive selling campaign is being laid out.

C. A. Seguin, of C. A. Seguin & Co., Chicago, made a trip through Indiana within the month, touching the "high spots" in the buying trade. He reports conditions greatly improved, both from the viewpoint of actual orders and prospects for orders later.

Beauty culture has been adopted by the staff of physicians of the State Hospital for the Insane at Elgin as a mental rejuvenator, according to a report received a few days ago. A beauty parlor, installed at a cost of \$2,000, is now working full time. Three beauty experts have been engaged, and they are being assisted by a number of the women patients. Facial treatment, the application of cosmetics and other toilet preparations, hair-bobbing and manicuring are embraced in the service provided, which is free.

The Economical Drug and Toiletary, located at 20 West Washington street, Chicago, and formerly in State street, in business for forty years, has leased a sizable storeroom at 11 North Wabash avenue for ten years, starting May 1 next, the total rental being \$250,000. This store was founded by Major C. H. McConnell, of the famous Iron Brigade of Wisconsin, which participated in the Civil War. It started the first aggressive price-cutting on toilet preparations and perfumes known to Chicago.

There is general jubilation in the Chicago perfume and extract industries over the defeat of the Cramton bill in Congress. It was feared the bill would pass after the retail drug interests had withdrawn their objections. As amended it was unsatisfactory. No flowers, no tears. Just a new fight in the next Congress.

According to Manager Zabell, of The Fair, Chicago, the sale of that big department store to the S. S. Kresge interests will not work any change in the policy of the toilet goods and perfumery department, which is one of the largest in point of retail sales in Chicago. "The department will be bigger and better, if anything," said Mr. Zabell.

One of the most beautiful toilet and drug shops in Illinois is being opened at 154th place and Wentworth avenue (not in Chicago, strictly speaking, although claimed by it in a way), Central City, Ill. Norman Lypske and Samuel Ostrow are the owners. They already have a fine store at the Indiana State line in State street in Central City.

Charles L. Fetzner, for seven years with the Monsanto Chemical Works, St. Louis, has been transferred to Chicago territory and will assist Walter L. Filmer in the office and in calling on trade. Mr. Fetzner loves St. Louis, but he expects to love Chicago better. "So far, so good," said he. He is a forward-looking young man, and has a bright future. Mr. Filmer has been calling on trade in the Twin Cities and other northwestern points recently.

J. E. Wolfe, of Neuman-Buslee & Wolfe, Inc., has the sympathy of his many friends in the trade over the death of his mother, which occurred recently.

C. D. Searle & Co., pharmaceutical manufacturers, have purchased the factory of the Abbott Laboratories in the Ravenswood district of Chicago. The building is brick, 5 stories high, and contains 100,000 square feet of floor space. The north wing of the building will be taken over in July and the remainder in October. Further details of the purchase next month. The Abbott concern is transferring its general offices and laboratories to Waukegan.

A. C. Drury & Co., essential oils and aromatic chemicals, Chicago, will move soon from their quarters at 420 Rush street and after March 28 will be located in their new home in the Chicago Bonded Warehouse, 106-112 East Austin avenue, where they will welcome their numerous friends.

The firm is the Chicago agent for the Wangler-Budd Co., Inc., of New York, exclusive agents in the United States for Polak & Schwarz, Ltd., of Zaandam, Holland.

The directors of the Devoe & Reynolds Co., New York, increased the annual dividend rate on the common stock from \$5 to \$6 a share March 11. A dividend of 1½ per cent was declared, payable April 1, to stockholders of record March 21. Heretofore the company had been paying 1¼ per cent quarterly. The regular quarterly dividends of 1¼ per cent were also declared on the first and second preferred stock, payable as of the same dates. The action was taken, it was explained, "in view of the increase in the business of the company."

McKesson & Robbins, Inc., recently reorganized, and moved from its quarters in Fulton street, Manhattan, to its establishment in Brooklyn, has modified its arrangements and has opened an office at 31 Union Square, New York City.

Norvell Chemical Corp., New York, at the annual meeting, March 10, elected the following officers: Donald McKesson, president; George Simon, vice-president and general manager; Irving McKesson, treasurer; and Frank J. McDonough, secretary.

Jay H. Walters, doing business as the Perfumery Shop, 2399 Seventh avenue, New York, was put in involuntary bankruptcy March 9 by Robert B. Karoff on a claim for \$800. Judge Know appointed Charles Shopgood custodian.

Pro-phy-lac-tic Brush Co., Florence, Mass., maker of Pro-phy-lac-tic brushes, has appointed the Desbarats Advertising Agency, Ltd., Montreal, to direct its Canadian advertising.

Van Camp Products Co., Indianapolis, is conducting a try-out campaign on a new laundry soap which it is marketing under the trade-name Soapstix. Newspapers in several cities are being used together with dealer help material. This product is being manufactured at the company's Louisville plant and the advertising is being directed by the Louisville office of the Chambers Agency, Inc.

The John T. Stanley Co., New York, manufacturer of toilet, laundry and textile soaps, has placed its advertising account with Street & Finney, Inc., New York advertising agency.

Ray L. Burket, recently appointed Pacific Coast representative of Parfum Adam et Eve, of New York, has organized the sales firm of Burket & Co., 238 Chronicle Building, Fifth and Mission streets, San Francisco, Cal.

"Misfit Salesmen and the Cost of Distribution" was the topic of H. S. Kenagy, head of sales research of the Procter & Gamble Co., who recently talked to the Advertisers' Club of Cincinnati at its meeting in the Gibson Hotel.

Members of the New York Chapter, Inc., of the American Institute of Banking, recently inspected the Procter & Gamble New York plant at Port Ivory, Staten Island. Following a tour of the works luncheon was served to the visitors.

Maximilian Toch, vice-president of Toch Brothers, New York, has been appointed chairman of the Committee on Patents of the American Institute of Chemical Engineers.

NEW INCORPORATIONS

NOTICE.—This department gives the addresses of incorporators, etc., available when published. Except in the incorporation of old firms the best way to communicate with a new company (unless its address is here printed) is to write to it in care of the attorneys or trust companies mentioned, with a "PLEASE FORWARD" request on the envelope. Letters or first class mail, so sent, would be likely to have quicker, though possibly not more courteous attention than requests to reply by letter to inquiries merely asking for the incorporators' addresses.

Margold Toiletries, Manhattan Borough, New York City, Cosmetics, \$20,000; B. Frimarck, R. Winter, J. Lichtenstein. (Attorney, A. P. Wilkes, 63 Park Row.)

Modern Perfumery Co., Inc., Manhattan Borough, New York City, preparations, etc., \$5,000; W. P. Adler, 423 West 120th street, Manhattan, and A. Schwartz, 312 Rugby road, and J. Newman, 1444 49th street, Brooklyn, New York. (Attorney, D. Greenbaum, 299 Broadway, New York.)

Ungerer Realty Corp., Manhattan Borough, New York City, \$200,000; W. G. and F. H. Ungerer, C. Fischbeck. (Attorneys, Penington, Fechtig & Maginnis, 42 Broadway.)

Service Fruit Flavor Manufacturing Co., Paterson, N. J., manufacturing extracts, \$10,000; Harry Zarrow, Barnet Sanders, Paterson; Julia E. Tirpak, Passaic. (Attorney, Harry Loeb, Passaic, N. J.)

Soap Feeder Corp., Manhattan Borough, New York City, cleaning compounds, \$10,000; L. and M. W. Halsey, J. Kohn. (Attorney, H. P. Goulston, 154 West 45th street.)

Parfumerie Bershad, Brooklyn, N. Y., chemist and druggists, \$10,000; L. and A. Bershad, D. Fenster. (Attorneys, Choate & Lee, 36 West 44th street, Manhattan.)

Parfumerie Forest, Manhattan Borough, New York City, \$10,000; L. Cohn, M. Cahn, H. Mock. (Attorneys, Mock & Blum, 220 Broadway, New York.)

Harrison Machine & Soap Co., East Orange, N. J., \$100,000 capital stock; H. H. Picking, Gordon Grand and Charles O. Geyer. (Attorney, Jersey Registration & Trust Co., East Orange, N. J.)

J. D. Stiefel, Manhattan Borough, New York City, make soap, \$500; A. C. Stiefel, A. Guberman, O. Roncs. (Attorney, D. C. Myers, 70 West 40th street, New York.)

Union Soap Co., 215 Arch street, Baltimore, Md., J. W. Kenny, president; H. Barnes, vice-president and general manager; J. Purdon Wright, secretary; L. J. Lubbehusen, treasurer.

Jeans Products, Manhattan Borough, New York City, toilet articles, \$10,000; W. McDuffy, S. E. Mecca. (Attorney, S. Goodman, 130 West 42nd street.)

Wesco Products, Inc., Buffalo, N. Y., soaps, \$10,000 capital stock; L. E. and R. F. Wesselmann, 159 Sterling avenue, and A. C. Wesselmann, 140 Fordham drive.

Hoffman & Van der Veer, Somerville, N. J., \$50,000, diabetic foods, flavoring extracts, etc. See item in TRADE NOTES department.

Tosky Laboratories, Queens Borough, New York City, toilet preparations, \$10,000; S. and M. Tinsky, Z. Greenwald. (Attorney, H. Goldman, 342 Madison avenue, Manhattan.)

George D. Brewer & Co., Inc., Raleigh, N. C., manufacturers and distributors of soaps, toilet goods, extracts, household specialties, perfumes, etc., with authorized capital \$100,000 subscribed by Geo. D. Brewer and Essie L. Brewer, both of Raleigh; Earl L. Witt, Baltimore, Md.;

Roy E. Whitmire, Orange, Texas; Miss Frances B. Miller, Richmond, Va., and P. M. Edwards, Cleveland, O.

Jankel Perfumeries, Manhattan Borough, New York City, \$25,000; B. Jankel, C. Toner, F. Schoenland. (Attorney, A. Falck, 2 Rector street.)

Ferd Mulhens, Manhattan Borough, New York City, perfumeries, 100 common, no par; L. Deceuninck, H. McMullen, H. L. Fillman. (Attorneys, Katz & Summerich, 120 Broadway.)

Textene Products Corp., Bronx Borough, New York City, \$100,000, manufacture soaps, candles and perfume preparations; Richard Lee, 3418 Garfield street, Washington, D. C., M. Katcher and J. F. O'Neill, 165 Broadway, New York City, are directors.

Pontiac Chemical Co., toilet articles, \$150,000; Mary A. De Richelieu, Helen P. Snyder, Philadelphia, Pa. (Corporation Trust Co. of Delaware.)

Annette Lanzette, Inc., 68 West Washington street, Chicago, \$10,000, depilatories and cosmetics, Edw. A. Hochbaum, Annette Lanzette, Jacob Hochbaum. Correspondent: Harris F. Williams, 230 South Clark street, room 2045.

Allen & Co., Inc., St. Louis, \$25,000, and 3,750 shares of no par value, manufacture medicines, toilet and household articles. J. E. Allan, F. B. Belk, C. R. Sizemore. (Attorney, Sam B. Jeffries, Central National Bank Building.)

BOOK REVIEWS

YEAR BOOK OF THE NATIONAL WHOLESALE DRUGGISTS' ASSOCIATION, GIVING THE PROCEEDINGS OF THE FIFTIETH ANNUAL MEETING, HELD AT ATLANTIC CITY, SEPTEMBER, 1924.

This volume of 798 pages, prepared under the supervision of C. H. Waterbury, secretary of the association, not only is more than 100 pages larger than its predecessor, but it is distributed four months earlier, good evidence of the energy of its editor. The book, in addition to the proceedings of the convention, contains much other pertinent matter, including lists and pictures of the officers, as well as the committees for 1925. The rosters of active and associate members are revised to January, 1925. The Memorial Committee reported on the loss of twenty-eight members, some of whom were known to our readers. Among them were Isaac L. Lyons, Michael J. Owens, Adam Pfromm, Charles F. Weller, Isaac Sherwood Coffin, George Grant Oliver, Frederick K. Stearns, Theodore F. Meyer, Arthur Reid Levis, Caleb E. Johnson, John McKesson, Jr. and Edward C. Frisbie. In addition there is an Obituary Roll, giving the list of deceased members from the organization in 1876 to the present time.

"DIE MODERNE PARFUMERIE," by H. Mann.

The fourth printing of "Die Moderne Parfumerie," by H. Mann, is announced by the German publishers. This printing is the same as the third edition published in 1912.

A Good Umbrella Joke of 1495 Revived

Some one tacked on the wall of a restaurant, recently, a sheet of paper on which was painted in bold characters:

"The umbrella in the stand belongs to the champion heavyweight fighter of the world. He is coming back."

Five minutes later umbrella and paper had disappeared. In their place was another notice:

"Umbrella is now in possession of the champion Marathon runner of the world. He is not coming back."

—Anonymous.

NEW PUBLICATIONS, PRICE LISTS, ETC.

GEORGE LUEDERS & Co., 427 Washington street, New York City.—This firm's March wholesale price list, containing 16 pages, has just been received. The main catalogue covers essential oils, flower essences, floral waters, vanilla beans, colors and sundries, with a special section for the natural essences and raw materials manufactured by the Fabrique de la Sabrane, Grass, France, for which the company is the sole American agent. The market reports form an interesting feature of the price list, disclosing evidence of careful inquiry into the conditions affecting flower crops and essential oils, as well as vanilla beans. A copy may be had by writing to the company at the address given above.

FILLER MACHINE Co., 1254 East Montgomery avenue, Philadelphia, Pa., have issued circulars regarding their automatic filling and depositing machines, with figures showing details of capacity, weight, floor space, power required and capacity. Special attention is directed to what can be done with vanishing cream and other semi-liquid products in filling containers. Small equipment for hand power is one of the company's items. The New York representative of the company is B. F. Adams, of 30 Church street.

BAXTER PAPER BOX Co., Brunswick, Maine, has issued Bulletins 14 and 15 calling attention to its "Baxter Built Boxes" for the perfume, powder and soap trade. The company has a showroom in Boston and representatives in New York and Philadelphia.

CLARENCE MORGAN & Co., 355 West Ontario street, Chicago, have issued their monthly price list for March.

"BOTTLING AND PACKAGING ENGINEER," Chicago, for January and February, 1925, is at hand. Beginning with this issue, in addition to prose and poetry, a catalogue of standardized equipment is given with illustrations. Readers interested in bottling machinery can get a copy by writing to the publishers at 4015 North Rockwell street, Chicago, Ill.

M. L. BARRETT & Co., 233 Lake street, Chicago, have sent out a neat little folder giving their price list of floral bouquets, with notations opposite the odors to indicate the use for which they are especially desirable. Barrett & Co. also carry an extensive line of other raw materials for perfumers and soapmakers.

"BOTTLES," the clever miniature magazine issued by the Illinois Glass Co., Alton, Ill., is at hand for February. There never is a dull page in *Bottles*.

FRANK Z. WOODS, representative for the FEDERAL PRODUCTS Co., in Chicago, at 180 North Market street, is out with another "Chick" Evans golf calendar for March. This is Lesson No. 12: "Short Putt."

"TRANSATLANTIC TRADE," 59 Friedrichstrasse, Berlin, W8, for January, is at hand. It is published by the American Chamber of Commerce in Germany and contains several interesting articles, including an account of a recent visit made to the United States by Arthur E. Dunning, the Chamber's executive secretary.

"THE FIFTH ESTATE," by Arthur D. Little, Chem. D., is a reprint of an address delivered by Dr. Little in connection with the centenary celebration of the founding of the Franklin Institute and the inauguration exercises of the Bartol Research Foundation. Dr. Little is an ex-president of the American Chemical Society, an ex-president of the American Institute of Chemical Engineers and is the new chairman of the Tenth Chemical Exposition. His extremely interesting address is what might be expected from him and the

Chemical Foundation, Inc., has performed a praiseworthy service in reprinting and distributing it.

"COMPENSATION METHODS," Metropolitan Life Insurance Co., New York City. The first of a series of three leaflets of interest to business men on this subject is devoted to the methods of compensating salesmen. The thoughtful trend of the booklet will interest some of our readers. It was prepared by the Policy Holders' Service Bureau, Group Insurance Division, 1 Madison avenue, New York City.

CONSOLIDATED GAS, ELECTRIC LIGHT & POWER CO., of Baltimore, Md., sends us its Year Book and Annual Report for 1924. Not only does the book contain a review of the financial growth of the company in all departments, but it gives a splendid idea of the public service the company is rendering in Baltimore and its vicinity. Charts showing the growth of the company are given and short terse discussions are also given of the reasons why the company has grown. It is a paper bound volume containing 78 pages and is well illustrated with photographs and drawings. All told the booklet gives an excellent idea of the manifold activities of one of the foremost public utilities in the United States.

S. & G. DE PASQUALE, Messina, Italy, (through UNGERER & Co., New York,) have sent a circular to the trade about Sicilian essential oils, in which they say:

"The Sicilian essential oil market presents rather an anomalous aspect at the moment. Stocks of old oil were exhausted at the beginning of the present season, thus precluding its extensive use of the cheaper brands of essence, but the crop is good and stocks of new oil in the Island are large. The Camera Agrumaria estimates that the production of lemon oil will be some 2,000,000 to 2,250,000 English pounds. The total export of lemon oil last year was 1,600,000 lbs, so if the export this year is on a similar scale there would be a surplus of at least 400,000 lbs. The bergamot oil situation is similar and a conservative estimate of the quantity which will be available this year is about half a million English pounds weight.

"In spite of these seemingly optimistic prospects, however, prices are high and growers are very reluctant to dispose of their goods. The obvious conclusion is that the market is being manipulated by speculators. As a remedy one can but suggest that buyers abstain from making strong inquiries, placing only sufficient orders as will carry them along until an easier situation obtains. Such a policy would most probably lead to lower prices and abundant deliveries, because, apart from the speculative element, circumstances so far observable certainly point to a season favorable to buyers."

W. T. RAWLEIGH Co., of Freeport, Ill., makers of flavoring extracts, forward an interesting circular on the vanilla bean situation and outlook. The illustrated leaflet of this company sent out as Bulletin No. 307, contains much of value to the importers and consumers of vanilla and much data forwarded by the representatives of the company in the various primary markets. In the circular, the company urges buyers to hold off in the hope of securing supplies later at lower prices and presents arguments to sustain this view.

BUYERS' HANDBOOK FOR THE LYONS FAIR, Lyons, France, has been received. It contains 250 pages of text and advertising and lists in alphabetical order the products displayed at the Fair, which was held from March 2 to 15

of this year. A map of Lyons and interesting descriptive text about the city and the Fair are contained in the booklet, which is printed in English. Copies may be had by anyone interested on application to the Administrator of the Lyons Fair, Hotel de Ville, Lyons, France.

W. G. UNGERER, of UNGERER & Co., 124 West 19th street, New York, has sent to the trade an interesting circular on "The Use of Vanillin," in which he says:

"The unreasonably high prices for vanilla beans which have prevailed for some time have resulted naturally in turning attention to the only alternative, vanillin, and the use of this product has expanded largely in consequence. It is not strictly correct to speak of vanillin as a substitute for vanilla beans because it is more than a substitute, it is the primary flavoring principle of the beans. Though prepared from other sources it is absolutely identical with vanillin isolated from the beans and, of course, it is 100% concentrated, being free from the inert and useless materials which form such a large proportion of the beans themselves.

"Actually, even the highest grade vanilla beans contain not more than 2% of vanillin, the other flavoring materials present being of negligible importance. Therefore, from the point of view of strength, a pound of vanillin is equivalent to forty pounds of the best vanilla beans. The superior economy and equal effectiveness of vanillin is generally recognized today and unless vanilla beans drop to very low prices indeed it is doubtful if they will ever regain any substantial portion of their lost markets. Even those who have been prejudiced in favor of the beans for years are coming to the opinion that equal results can be obtained by the intelligent use of vanillin and at vastly lower costs.

"Something, however, depends on the vanillin used. It is sometimes claimed that all grades of vanillin now on the market are satisfactory and this no doubt is correct, but some are more satisfactory than others. Ozone vanillin, for example, is not only 100% pure but it is absolutely uniform at all time and in strength and quality of flavor is difficult to match."

AMERICAN CONFERENCE OF PHARMACEUTICAL FACILITIES; Proceedings of the 1924 Annual Meeting, held at Buffalo, N. Y., in bound volume form, just received, as usual will be of much value to those interested. The secretary, Miss Zada M. Cooper, of Iowa City, Iowa, has performed her task in excellent style and besides the proceedings she includes lists of present and former officers, together with a complete and comprehensive index. Washington H. Ziegler, of Charleston, S. C., is the new president and Robert P. Fischelis, of Newark, N. J., is the vice-president.

DIGEST OF COMMENTS OF THE U. S. P. AND N. F. FOR THE CALENDAR YEAR 1921, issued as Bulletin 137, Hygienic Laboratory, United States Public Health Service, printed in the Government Printing Office, at Washington, is at hand. It was compiled by A. G. DuMez and contains 280 pages filled with useful information of varied kinds relating to the two books. Copies are 30 cents.

Cannot Miss a Single Copy

(Mme. Rose A. Lague, Beauty Culturist, 20 Lexington Avenue, Springfield, Mass.)

You will find enclosed money order for \$2, the renewal of my subscription to THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. Cannot miss one copy.

IN MEMORIAM FOR DEPARTED FRIENDS

BARRETT, MARCUS L., president of M. L. Barrett & Co., Chicago, at St. Petersburg, Florida, March, 1924.

BLOCKI, FRED W., son of John Blocki, of John Blocki & Son, perfume manufacturers, Chicago, March, 1919.

BRUCKER, CARL, senior member of Fritzsche Brothers New York, March, 1913.

DALLEY, HENRY, retired perfumer and one of the founders of the M. P. A., West Reading, Conn., March 9, 1916.

FERGUSON, JAMES A., soaps, Louisville, Ky., March, 1915.

GOMEZ, RICARDO, president of Gomez & Sloan, Inc., New York, shipwrecked in Gulf of Mexico, March, 1923.

HALL, GEORGE, perfumer, with various firms and long identified with the industry, Tucson, Ariz., March, 1921.

JENKS, CHARLES C., of the firm of Foote & Jenks, Jackson, Mich., March, 1924.

KING, W. J., perfumer, many years associated with the industry, Chicago, March, 1922.

KIRK, JAMES A., president of J. S. Kirk & Co., soaps, Chicago, March, 1907.

LANGSDORF, MORRIS, of S. Langsdorf & Co., toilet and manicure novelties, New York, Atlantic City, March, 1921.

LARKIN, MRS. JOHN D., wife of the soap manufacturer, Buffalo, N. Y., March, 1922.

LYON, DR. ISRAEL, toilet supplies, Englewood, N. J., March, 1907.

MARDEN, FRANK W., president of the Marden-Wild Co., of Somerville, Mass., at Miami, March, 1924.

MERLE, AUGUSTIN, of Bruno Court, Grasse, France, March, 1918.

MESSNER, SIGMUND, treasurer of the Imperial Metal Mfg. Corporation, Long Island City, New York, March, 1921.

POOLE, THOMAS S., soaps, Denver, Colo., March, 1913.

RICKSECKER, THEO., former president Manufacturing Perfumers' Association, New York, March, 1919.

RIKER, WILLIAM B., perfumery, New York, March, 1906.

RIPPEY, WILLIAM, manufacturer of flavoring extracts, Cincinnati, Ohio, March, 1917.

ROCKHILL, CLAYTON, of the late firm of Rockhill & Victor, New York, March, 1918.

ROGERS, GEORGE L., soap, Centerdale, R. I., March, 1917.

SHEDD, FREEMAN, B., Lowell, perfumes, March, 1913.

STUART, FRANCIS F., flavoring extracts, Niagara Falls and Toronto, Ont., March, 1914.

TENNEY, HENRY W., proprietor of the Warren Soap Mfg. Co., Canton, March, 1916.

TILFORD, FRANK, son of a founder and president 1906 to 1923 of Park & Tilford, New York, at Palm Beach, March, 1924.

WILLIAMS, JAMES BAKER, founder of J. B. Williams & Co., Glastonbury, Conn., March, 1907.

WOODLEY, GEORGE F., JR., Woodley Soap Manufacturing Co., Boston, Mass., March, 1912.

Obituary Notes

Frederick L. Vreeland, New England salesman for the Caron Corporation, with headquarters in Boston, and long identified with the toilet goods industry, died at his home in Bayonne, N. J., on February 15, after having been stricken with pneumonia. He was in his 45th year and in apparently vigorous health, having been active in athletics and being a prominent member of the New York Athletic Club. His mother, two sisters and a brother survive him.

A. R. Park, son of the founder and formerly president of

the John D. Park & Sons Co., wholesale druggists, Cincinnati, died March 13 of blood poisoning. He was 76 years old.

Jacob H. Green, president of the E. Marco Co., cosmetics, Roxbury, Mass., died March 11 in Arlington, Mass. He was born 74 years ago at Portsmouth, N. H., and was in business in Boston approximately fifty years, most of the time in the drug trade. A widow and two sons survive.

Sir Edward Thorpe, prominent British chemist, died in London in February. He was born in 1845 and was emeritus professor of general chemistry in the Imperial College of Science and Technology.

Benjamin Elliot Pritchard, 76 years old, who was president of the N. A. R. D. 1903-4, formerly a druggist in McKeesport, Pa., for 30 years, and secretary of the Western Pennsylvania Retail Druggists Association with offices in the Bessemer Building, Pittsburgh, died February 13, at his home in Bellevue. He is survived by his widow, Ida Dorland Pritchard; a daughter, Mrs. Abigail P. Fergent, both of Bellevue, and a stepson, Herbert McBride.

Joseph E. Silvia, for more than half a century in the hair dressing business in Fall River, Mass., died February 14, aged 82 years. His wife, with whom he celebrated their golden wedding in 1915, and five of ten children survive.

TRADE JOURNALS AND TRIPS ABROAD

In the regiment with which the writer was identified during the war, was a young man of twenty-four—a farmer from Strawberry Point, Iowa. That chap hated war. He hated everything military. He wanted to go home. The result of this mental state was deplorable. * * *

In our war service we travelled through beautiful Ontario, through the Catskills, down the historic Hudson River edged with unexcelled beauty. We floated out past the Statue of Liberty who was just then waving to us a "God Speed" with her torch. After fourteen interesting days on the water there followed in rapid succession, Brest, La Mans, Tours, Blois, Paris, Chateau Thierry, Soissons, St. Mihiel, Verdun, Coblenz and the Rhine—Paris again, Bordeaux, Newport News—and Home. Eighteen months of interesting travel. * * *

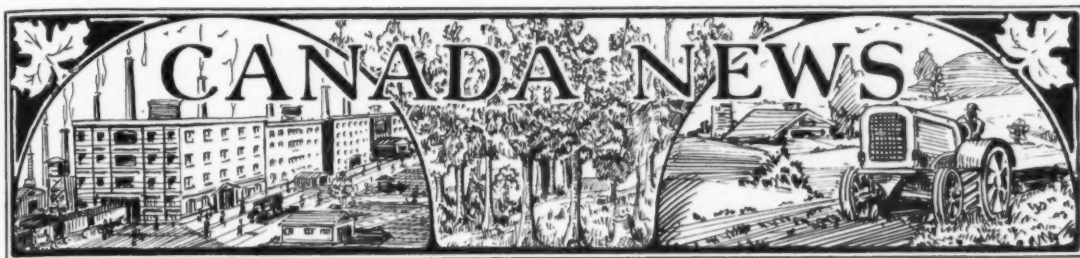
While en route to our demobilization camp we stopped for two hours in a railroad yard in Chicago. The chap of whom I have spoken, suddenly rose from his seat, looked out of the car window, and said: "I wonder how long we will be here in Chicago? Gee! I'd like to get off. You know—I've always wanted to see Chicago."

After a year and a half of travel that boy had just come to the realization that he might be able to see something on the trip. As for the writer, while he wouldn't go through the thing again for \$10,000, he wouldn't sell his experiences and memories for \$100,000. * * *

Readers of trade journals are like that. *The value of the trade or technical publication depends entirely upon the reader. Two men will read the same article in a journal. One immediately sees its application to his own work and applies the information to advantage in his own plant, store or office. The other is unable to see any similarity between his work and that described in the article and therefore reaps no benefit.*

The one who recognizes similarity between the article and his work is very often reminded of a working experience in the past which had proved profitable to him, and he writes the editor about it. In this way he extends and perpetuates the value of his experience. By so doing he aids his industry. The other fails to contribute valuable items of profit or experience thus making it necessary for another to rediscover, oft-times at considerable expense and worry, what was already known.

Trade journals, like trips abroad are what you make them. —William Sibley, in the Midland Druggist.



MONTREAL

MONTREAL, Que., March 16.—Brisk business is reported by the perfumery and cosmetic trades, both wholesale and retail, throughout Montreal. During the last month trade has been equal to, if not even better, than the previous month, in which also no one had any great complaint to make.

The hard winter season is over, and although it is still winter, with lots of snow and frost, there is no longer any need for strenuous efforts to preserve the complexion from rough cold winds, and the skin from frost bite. The market for that particular type of cosmetic is consequently on the wane.

Damp, frequent rains intermingled with frequent bursts of glorious sunshine, are likely to be the prevailing weather for the coming month, and the cosmetic needs of the community will vary accordingly. Hair won't stay in curl and make-up is liable to wash off. Goods that meet that difficulty have a ready market.

Wholesalers are already looking forward to the needs of early summer, which will soon be here, and are also looking up their lists of country customers, who will soon be ready to receive attention.

The Consumers' Glass Co. has started the manufacture of a new line of bottle for the use of the drug and chemical trade, which Lyman's, Ltd., is handling on the market. It bears the name "St. Lawrence Oval." As that would imply, it is oval in shape, and falls in the category of bottles combining the ordinary cork with the screw cap. The metal cap screws down on a thread cut into the glass neck.

Quebec Industrial Alcohol, Ltd., is putting up a large plant at St. Joseph de Sorel, Que., at the junction of the St. Lawrence and the Richelieu rivers, where it will have a good power supply. It will produce denatured and natural alcohol and by-products.

Reports in financial circles speak of the probability of a British concern opening a plant at St. John, N. B., in the course of this year, also for the manufacture of alcohol, both industrial and potable.

By the time these lines appear in print, W. J. Bush & Co. will be established in their new premises at 10 St. Helen street.

Hon. Henry Miles, M.L.C., of Leeming Miles & Co., Ltd., has been out of town a great deal in the last month or two, owing to his legislative duties as member of the Quebec Legislative Council. He is expected back in town again early in April, after the prorogation of the provincial parliament.

TORONTO

TORONTO, Ont., March 16.—Conditions prevailing throughout the Dominion during February differed very little from those of the previous month. We find, however, that the prices of farm products continue to rise and a number of unusually large orders for Canadian flour have been received from European countries seemingly emphasizing the low stocks of food obtaining on that continent. This, of course, tends to make the position of the agriculturist increasingly good and has the further tendency of bringing the internal conditions of the country in general to a higher level. The evidence, deduced from the fact that car loadings for the month are equal to those of previous records, shows that business has not in any way receded. There still appears to be a decided bent in the minds of the Canadian public towards conserving their resources, but this should be offset as more normal conditions make themselves manifest.

The toilet articles trade at the moment, like all other sections of the business community, is busily occupied with the anticipation of an early Spring. The change in seasons, is always productive of new business and many houses are making an earnest effort to realize expectations along that line. In the past, at least for two or three years now, Spring has so successfully co-operated with Summer that much of the season has been lost, the net result being ultimately shown on the profit and loss account of the business people. So there are many hopeful hearts now beating over the promise of a fulsome Spring and better prospects for business.

Morana Incorporated, have on view at their Wellington street showroom, a shipment of glassware recently received from Czechoslovakia, and which is attracting much attention. This is the first shipment of its kind to Canada.

It seems that traders in general are quite satisfied with the conditions now prevailing in Canada. A recent computation appearing in the *Ottawa Journal* gives a sum of \$2,500,000 as the annual expenditure made by the women of Canada upon the purchase of cosmetics, adding as an afterthought that that is enough to make any man see red. There is no doubt that such a sum, taking into consideration the size of Canada's population, seems a rather large one and would indicate to some extent the market that has already been obtained. With further educational campaigns there is no telling how far the above amount may be increased. There is in Canada, to be sure, an enlightened and broadminded female population, yet that is no reason, for not continuing to educate the feminine public.

Many of the trade to whom your correspondent has recently spoken seem to be of a mind that further protection ought to be extended to the home trade. The efforts of for-

eign houses to establish themselves in Canadian territory, not wholly confined to the perfumery trade, has evidently caused this train of thought to assume large proportions in the minds of the Canadian business community. This additional source of competition some merchants say, ought to be combatted in some way.

Retailers throughout the city are quite as optimistic as the wholesalers, with respect to Spring trade and are hopeful that the stagnation that took place in the early months of last year, will this year be avoided. The larger stores report that trade is as usual with them, although looking forward hopefully to a further sales increase.

CANADA DRAWBACK REGULATIONS

An order in council issued by the Governor General of Canada on February 9 amends section 1 of the general regulations governing drawback of customs duties by providing as follows:

"When both imported materials and materials of domestic manufacture or production of the same class are used in Canadian manufactures, they may be allowed a drawback of 99 per cent of the duties paid upon the imported materials, provided that such drawback shall not be payable unless a like quantity of materials of the same class, whether imported or of domestic manufacture or production, was used, wrought into or attached to articles manufactured in Canada and exported."

The previous regulations provided that when both imported and domestic materials of the same class were used in the manufacture of articles exported, such drawback should not be computed on a greater quantity of materials than entered into the exported goods. Instructions as to the procedure for presenting claims for drawbacks are contained in the general regulations on file in the Division of Foreign Tariffs at Washington and information on the subject will be furnished upon request.

VIRGIN ISLAND BAY RUM CASE DECIDED

The old controversy over the importation of bay rum from the Virgin Islands into the United States and the variant slants taken by Customs and other officials is recalled by the following appraiser's decision:

No. 48630. WAR TAX ON SPIRITS.—Protest 957135 of Lehn & Fink (New York). Bay rum, the product of Virgin Islands, was entered after the act of February 24, 1919, but under the act of 1913. A tax of \$2.20 per gallon was levied under section 600, act of February 24, 1919, and it is claimed dutiable at only \$1.10 per gallon under that section.

Opinion by Adamson, G. A. Although the importer's counsel stated in a brief that the reason the collector did not impose the duty provided for in paragraph 242, tariff act of 1913, was because the merchandise was from the Virgin Islands, no claim was made in the protest based on that fact. It was held that paragraph 242 is applicable and should govern, but it is not a revenue law and can not be set aside or augmented by subsection (c) of section 600. Neither was there any evidence that bay rum is a perfume. *It is generally and perhaps judicially known as a face wash, cosmetic, or lotion used by barbers and others, but not essentially and exclusively as a perfume.* As the importer failed to claim or show any paragraph of law under which the relief prayed for could be granted, the protest was overruled.

No Decision Yet in Standard-Kiefer Suit

No decision has been handed down as yet in the case of the Standard Automatic Machine Co., vs Karl Kiefer Machine Co. Final arguments in the case were made late in February and the matter since then has been under consideration by Judge Knox of the United States District Court for the Southern District of New York.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasizes the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

246,622, reducing garment, Louis M. Ullman and David A. Lederer, co-inventors, both of New Haven, Conn.

246,659, hair curler, Fred J. Evans, Norman Gross, William A. Thompson, William Wonn, Frank D. Conrad, W. J. Bryant Garnand, Charles Rowerts, all of Garden City, Kansas, and Chester H. Cleaver, Kansas City, Missouri, assignee each of one-eighth of the interest of Curtis E. Bradburn, Garden City, Kansas.

246,728, collapsible folding box, Stafford F. Sutherland, Philadelphia, Pa.

246,892, can with hermetic closure, the American Can Co., New York City, New York.

247,064, shaving soap cake and holder therefore, Blanchard Ogden, San Diego, Cal.

247,156, instrument for the application of shaving cream, John Knight, Limited, London, E. 16, assignee of Richard Cramp, London, E. 7, both in England.

247,235, process for washing and cleaning materials, Elisee Charles Duhamel, Roubaix, France.

247,283, dispensing device, George Francis Sees, Port Elgin, Ontario.

247,310, combined press and waste removing splitter, the American Can Co., New York City, assignee of Joseph W. Schoendelen, Ogden, Utah.

TRADE-MARKS REGISTERED IN CANADA

Cleansall, antiseptic and healing paste soap and cleanser, Maurice Booth, Montreal.

Bye-Lo, general, George Borgfeldt & Co., Ltd., Toronto. Radiolith, radio panels, Julius Schmid, Inc., New York. Buffalo, combs, Julius Schmid, Inc., New York.

Mort-A-Fly, a Universal Insecticide, an insecticide or vermicide, Associated Chemical Co. of Canada, Ltd., Toronto. Langdeau, toilet preparations, Maurice J. Langdon, Boston, Mass.

Dans Le Nuit and W. Dans Le Nuit, perfumes, soaps, toilet articles, Societe Worth, 7 Rue de la Paix, Paris, France.

A flask with words Worth and Cologne, perfumes, particularly cologne water, soaps, Societe Worth, 7 Rue de la Paix, Paris, France.

Eau de Beauté Natura pour blanchir le teint (For whitening the skin), cosmetic, Dame Delia Deschamps, Montreal, Que.

Cristal Coty and La Jacee perfumes and perfumery in general, facepowder, Francois Coty, Suresnes-Paris (Seine), France.

FB on a shield, essences and essential oils, drugs and chemical preparations, Fritzsche Brothers of Canada, Ltd., Toronto, Ont.

The White Drug Store, toilet preparations, drugs, etc., James C. Jamieson, Charlottetown, Prince Edward Island.

Likes the Artistry in American Perfumer Advs.

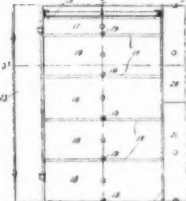
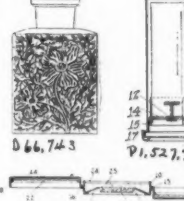


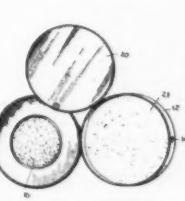

(From D. M. Tunstead, Manager, Purity Products Company, Toilet Preparations, East Orange, N. J.)

Enclosed please find check to cover renewal subscription to THE AMERICAN PERFUMER and allow me to say that, outside of the informative articles and other data contained in your publication, I consider the artistry displayed in most of your "ads" as worth the price.

TRADE MARKS

 Olivilo 188,650 Triomphe de l'Étoile 189,450	 DR. PRICE'S LILAS 174,766 Winsome 188,419 Lily Dream 186,010	 PYROTEK DENTAL-AIDS 191,833 DEODO 193,237	 IMPERIAL POWDER 195,937 Imperial Powder Co.	 EVER-READY 187,939 REGAL 200,964	 GONDOLA 207,572 FERMO-DERM 204,946 Vaniti-Fare 204,918
 JUVENIS 189,940 peroxine 190,356	 Innovation 189,930 LORINA 190,652	 FOUR KINGS HAND SOAP 191,543	 Tiffin 206,931 KOLO 206,230	 CIMONET de PARIS 195,937 MYSTIC The Mysterious Range 206,213	 P&M 201,956 WHITE 44% to 100% SPECIALTY CO. 206,213
 SIERRA 181,412	 HONEYDEW 200,607 Vanilarine 206,887	 COOK'S 191,576 5 point 206,249	 Aftabath 206,359 VI-VO 206,214	 LAVALON 204,553 Beaute'ear 206,066	 TRE-JUR 207,198 THE 7th 191,552
 THE RADIUM FIVE DOLLAR HOME PERMANENT WAVE 203,618	 LATAT 203,667 Maxine 207,695	 SUTHO 201,472 Hortiflor 207,603	 AIR MAIL 206,163 PRIMITIVE 206,757	 OZON 206,072 DEPT. CO. 207,498	 DENTYNE 207,246 MELLISDA 201,286
 MIRASCA'S 205,767 Imo 206,641	 LADY DIANA 203,502 KNOXGREENS 206,506	 STERILEX 207,196 BOON 207,931	 BAN DAN 206,441 AIR MAIL 206,163	 FOOTEX 206,675 Garrett's 204,110	 SHEIKURE 190,635
 WILSON'S 191,924	 RADIO GIRL 206,926	 FONTANINI 205,974	 N&R HAIR GROW 207,657	 DINGLE 206,777	 DENTYNE 207,246

PATENTS

 P 1,527,271	 P 1,528,645	 P 1,527,188	 D 66,736	 P 1,526,485	 P 1,527,052
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OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "P."

Designs patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, labels, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905.)

172,766.—Price Flavoring Extract Company, Chicago, Ill. (Filed Dec. 1, 1922. Under ten-year proviso. Used since May, 1871.)—Flavoring Extracts for Foods.

172,767.—Price Flavoring Extract Company, Chicago, Ill. (Filed Dec. 1, 1922. Used since May, 1871.)—Flavoring Extracts for Foods.

185,619.—Rash Manufacturing Company, Middlesboro, Ky. (Filed Sept. 10, 1923. Used since Jan. 1, 1923.)—Tooth Paste, Talcum Powder, Face Powder, Combined Honey and Almond Cream, Hairdressings, Vanishing Cream, and Shampoo Massage Cream.

186,010.—Arthur Gould, doing business as Cosmetic Products Company, New York, N. Y. (Filed Sept. 21, 1923. Used since June 23, 1923.)—Toilet Articles—Namely, Brilliantine, Cold Cream, Vanishing Cream, Almond Cream, Lemon Cream, Rose Complexion Cream, Lemon Lotion, Cucumber Complexion Lotion, Hairdressing, Scalp Ointment, Hair Tonic, Vegetable Shampoo, Bandoline, Nail

Polish, Nail White, Cuticle Remover, Lip and Face Rouge, Rouge Compact, Lip Stick, Face Powder, Talcum Powder, Depilatory, Perfume, Toilet Water, Sachet, Face Cream, and Face Enamel.

188,017.—H. & G. Klotz, Paris, France. (Filed Nov. 5, 1923. Under ten-year proviso. Used since Mar. 1, 1890.)—Perfumery, Perfumed Powders, Perfumed Toilet Waters, Perfumed Pomades, Perfumed Oils, Perfumed Dentifrices, Toilet Vinegar, Hair Oil, Brilliantine, Perfumed Talc, Tachet, and Perfumed Compact Powder.

188,018.—H. & G. Klotz, Paris, France. (Filed Nov. 5, 1923. Used since 1886.)—Brilliantine, Hair Tonics, Toilet Water, Dentifrices, Perfume Extract, Talc Powder, Rice Powder, Face Cream, Rouge Powder, Sachet, Rouge Liquid, Rouge Paste, Liquid Face Powder, Lip Stick, Eyebrow Pencil, Nail Polish, Hair Oil, Toilet Water, Toilet Vinegar, Moustache Wax, Brilliantine Crystal, Bandoline, and Perfumed Compact Powder, Smelling Salts, Eau de Cologne, Shampoo, Compacts, Massage Cream, and Dental Cream.

188,650.—Allen B. Wrisley Company, Chicago, Ill. (Filed Nov. 21, 1923. Used since July 29, 1921.)—Toilet Soap, Laundry Soap, Soap Chips, and Liquid Soap.

188,986.—Walter C. Cook, San Antonio, Tex. (Filed Nov. 28, 1923. Used since Jan. 6, 1923.)—Washing Powder. 189,430.—Frederick Stearns & Company, Detroit, Mich. (Filed Dec. 8, 1923. Used since Nov. 16, 1923.)—Perfume, Toilet Water, and Face Powder.

189,914.—Red Raven Rubber Co., Newark, N. J. (Filed Dec. 19, 1923. Used since April, 1921.)—Powder Puffs.

189,930.—Innovation Specialties Co., Inc., Chicago, Ill. (Filed Dec. 20, 1923. Used since Oct. 15, 1923.)—Face Powder, Rouge and Nail Polish.

189,939.—Simeon S. Levy, doing business as La Fleur Laboratories, Cleveland, Ohio. (Filed Dec. 20, 1923. Used since Jan. 1, 1922.)—Toilet Preparations—Namely, Benzoin and Almond Lotion, Cucumber Cream, Honey and Almond Lotion.

189,940.—Simeon S. Levy, doing business as La Fleur Laboratories, Cleveland, Ohio. (Filed Dec. 20, 1923. Used since June, 1912.)—Toilet Creams, Toilet Waters, Perfumes, Fact Powders, and Rouges.

190,356.—The Remmers Soap Company, Cincinnati, Ohio, assignor to The Remmers-Graham Company, Cincinnati, Ohio, a Corporation of Ohio. (Filed Jan. 2, 1924. Used since May, 1922.)—Soap.

190,635.—Flossy Dental Mfg. Co., Evanston, Ill. (Filed Jan. 10, 1924. Used since Jan. 17, 1923.)—Perfume.

190,653.—The Remiller Co., New York, N. Y. (Filed Jan. 10, 1924. Used since Nov. 23, 1923.)—Perfumes.

191,412.—Sierra Talc Company, Los Angeles, Calif. (Filed Jan. 28, 1924. Used since November, 1917.)—Talc, Whiting, and Silica.

191,543.—John W. King, Ossining, N. Y. (Filed Jan. 31, 1924. Used since Oct. 15, 1922.)—Soap in Paste Form.

191,835.—The Lufrie Co., Inc., New York, N. Y. (Filed Feb. 5, 1924. Used since February, 1920.)—Tooth Paste, Tooth Powders.

193,237.—H. K. Mulford Company, Philadelphia, Pa. (Filed Mar. 4, 1924. Used since January, 1906.)—Deodorizing Toilet Preparations.

195,539.—Rochambeau Import & Export Co., New York, N. Y. (Filed Apr. 14, 1924. Used since Aug. 1, 1923.)—Perfumes.

195,937.—Mariano Armenteros, doing business as Imperial Powder Co., Ybor City, Tampa, Fla. (Filed Apr. 22, 1924. Used since Mar. 1, 1924.)—Perspiration Powder.

196,977.—Societe Worth, Paris, France, assignor to Franklin Simon & Co., New York, N. Y., a Corporation of New York. (Filed May 13, 1924. Used since Mar. 10, 1924.)—Perfumes and Hygienic Products—Namely, Bath Salts, Astringents, Cold Creams, Compacts, Face Packs, Shampoos, Skin Creams, Talcum Powders, Eyedrops, Toilet Waters, Smelling Salts, Aromatic Vinegars, Face Powders, Rouges, Skin Bleaches, Lip Sticks, Vanishing Creams, Sachets, Beauty Clay, Facial Paints, Eyebrow Pencils, and Hair, Face, Hand, and Foot Lotions.

199,252.—Scholl Manufacturing Company, Inc., Chicago, Ill. (Filed June 27, 1924. Used since January, 1924.)—Foot Balm and Antiseptic Foot Powder.

200,609.—Joseph G. Bode, Jr., doing business as Honeydew Laboratories, New Brunswick, N. J. (Filed July 28,

1924. Used since Aug. 1, 1921.)—Face Creams, Including Day Cream, Night Cream, and Sunburn Cream; Pomade, Perfume, Toilet Water, and Cold Cream.

200,963, 200,964.—Regal Supply Corporation, New York, N. Y. (Filed Aug. 4, 1924. Used since Mar. 1, 1922.)—Bakers' Food-Flavoring Extracts and Compounds.

201,286.—Davies, Rose & Co., Ltd., Boston, Mass. (Filed Aug. 12, 1924. Used since 1910.)—Toilet Cream or Lotion for the Skin.

201,622.—Perfumeria Gal, Sociedad Anonima, Madrid, Spain. (Filed Aug. 19, 1924. Used since March, 1923.)—Toilet Soaps.

201,956.—Blanche K. Hartzell, doing business as Re Nu Laboratories, Youngstown, Ohio. (Filed Aug. 28, 1924. Used since May 1, 1924.)—Liquid Face Pack.

202,619.—Marshall Field & Company, doing business as Lanchere, Chicago, Ill. (Filed Sept. 15, 1924. Used since July 18, 1923.)—Bath Crystals.

202,668.—Lilian Grey Kyte, doing business as Lital Toilet Co., Cardiff, South Wales. (Filed Sept. 16, 1924. Used since Apr. 12, 1923.)—Toilet Soaps.

203,502.—Rale & Winter, Brooklyn, N. Y. (Filed Aug. 9, 1924. Used since November, 1923.)—Rouge, Lip Stick, and Cold Cream.

203,675.—George M. Goodspeed, doing business as Twin City Laboratories, Minneapolis, Minn. (Filed Oct. 10, 1924. Used since August 15, 1924.)—Foot Cream.

203,746.—Fannie Presbery, Philadelphia, Pa. (Filed Oct. 11, 1924. Used since Mar. 1, 1911.)—Semifluid Preparations for Use as a Hair Grower and Treatment for Dandruff Upon the Scalp.

204,393.—Lucille Buhl Vanity Products, Inc., New York, N. Y. (Filed Oct. 25, 1924. Used since Oct. 9, 1924.)—Cosmetic Cases and Parts Thereof, Fare Boxes, Coin Boxes, Alone or Forming Part of a Vanity Case.

204,775.—Kleeblatt Barbers' Supply Co., Sioux City, Iowa. (Filed Nov. 3, 1924. Used since January, 1923.)—Toilet Waters, Hair Tonics, Toilet Lotions, Hair Dressings and Oils, Dandruff Remedies, Shampoos, and Talcum Powders.

204,798.—Societe Worth, Paris, France. (Filed Nov. 3, 1924. Used since Oct. 7, 1924.)—Perfumes, Toilet Waters, Rouge, Compacts, Powders, Lip Sticks, Aromatic Vinegars, Hair and Skin Lotions, Face Packs, Beauty Clay, Cold Creams, Face Creams, Vanishing Creams, Eyebrow Pencils, Paints, Sachets, and Bath Salts.

204,799.—Societe Worth, Paris, France. (Filed Nov. 3, 1924. Used since Oct. 7, 1924.)—Perfumes, Toilet Waters, Rouge, Compacts, Powders, Lip Sticks, Aromatic Vinegars, Hair and Skin Lotions, Face Packs, Beauty Clay, Cold Creams, Face Creams, Vanishing Creams, Eyebrow Pencils, Paints, Sachets, and Bath Salts.

204,960.—Robert Jerome Garrett, Jr., Jackson, Miss. (Filed Nov. 7, 1924. Used since Aug. 4, 1924.)—Hair Growers.

205,149.—James R. Cole, doing business as Cole Specialty Co., Indianapolis, Ind. (Filed Nov. 12, 1924. Used since Sept. 1, 1924.)—Erepared Rouge, a Preparation Used to Add Color to the Complexion.

205,206.—5 Point Products, Inc., San Francisco, Calif. (Filed Nov. 13, 1924. Used since July 15, 1924.)—Dental Paste.

205,420.—Georgianna Jewell, Webster, Mass. (Filed Nov. 17, 1924. Used since 1906.)—Shampoo.

205,424.—Howard F. Larkin, Davenport, Iowa. (Filed Nov. 17, 1924. Used since November, 1924.)—Preparation for Curling and Waving the Hair.

205,757.—Iva L. Hutton, Fort Worth, Tex. (Filed Nov. 24, 1924. Used since Nov. 10, 1924.)—Chemical Composition for Use in Curling Hair.

205,767, 205,769.—Pietro Marisca, Los Angeles, Calif. (Filed Nov. 24, 1924. Used since Sept. 27, 1924.)—Toilet and Dermatological Preparations—Namely, Hair Tonic, Scalp Medicine, Skin Lotion, Ointment for the Skin or Scalp: Hairdressing, Liquid Shampoo, Dry Shampoo, Cuticle Remover, Talcum Powder, Body Massage Lotion, Refreshing Lotion and Hair Rinse.

205,884.—Maison Mendessolle, San Francisco, Calif. (Filed Nov. 26, 1924. Used since Oct. 17, 1924.)—Talcum Powder, Sachet, Face Powder, Perfumes, Lip Rouge, Powder Compacts and Rouge Compacts, and Bath Salts.

205,906.—Lola A. Casnati, New York, N. Y. (Filed

Nov. 28, 1924. Used since Apr. 1, 1923.)—Semiplastic Preparation for Treatment of the Skin.

205,907.—Lola A. Casnati, New York, N. Y. (Filed Nov. 28, 1924. Used since Apr. 1, 1923.)—Semiplastic Preparation for Treatment of the Skin, Acne Cream, Medicated Shampoo Powder, Toilet Powder, Rouge, Hair Tonic, Skin Salve, Scalp Salve, and Face Lotion.

206,046.—Earl D. Wolf, doing business as Beaute Dear Company, San Francisco, Calif. (Filed Nov. 29, 1924. Used since Oct. 24, 1924.)—Cosmetics—Namely, Face Powder, Beauty Clay, Vanishing Cream, Cold Cream, Bleaching Cream, Crystalline Brilliantine, Lemon Lotion, Rose Lotion, Cleansing Cream, Liquid Nail Polish, and Liquid Face Powder.

206,162, 206,163.—The Fries & Fries Co., Cincinnati, Ohio. (Filed Dec. 3, 1924. Used since Nov. 13, 1924.)—Food-Flavoring Extracts.

206,214.—Anthony Cento, doing business as A. Cento Co., St. Louis, Mo. (Filed Dec. 4, 1924. Used since Jan. 24, 1924.)—Toilet Preparations—Namely, Combination Hair-dressing and Tonic.

206,220.—Colloidal Soap Products Corporation, Dover, Del., and Baltimore, Md. (Filed Dec. 4, 1924. Used since Aug. 18, 1924.)—Soaps.

206,515.—The John P. De May Co., Brooklyn, N. Y. (Filed Dec. 10, 1924. Used since Aug. 12, 1924.)—Hair-dressing.

206,553.—Maude Agnes Mingus Wheeler, doing business as Lavalon Laboratories, Oakland, Calif. (Filed Dec. 10, 1924. Used since October, 1920.)—Hair Rinse Powders and Tints.

206,750.—Rimalover & Fernandez, New York, N. Y. (Filed Dec. 15, 1924. Used since Nov. 25, 1924.)—Castile Soap.

206,847.—Arthur Harrison, doing business as The Vanil-arine Company, Glendale, Calif. (Filed Dec. 17, 1924. Used since May 1, 1915.)—Liquid Substitute for Extract of Vanilla.

206,870.—B. Ward Specialty Company, Cincinnati, Ohio. (Filed Dec. 17, 1924. Used since Sept. 2, 1924.)—Liquid Skin Bleach.

206,931.—Tiffin, Inc., New York, N. Y. (Filed Dec. 18, 1924. Used since Jan. 1, 1924.)—Perfumery.

207,101.—San Francisco Grocery Co., San Francisco, Calif. (Filed Dec. 22, 1924. Used since 1913.)—Flavoring Extracts for Food Purposes.

207,194.—The Lufrie Company, Inc., New York, N. Y. (Filed Dec. 24, 1924. Used since Dec. 1, 1924.)—Dentifrices.

207,198.—Albert Mosheim, New York, N. Y. (Filed Dec. 24, 1924. Used since Sept. 1, 1923.)—Compact Powders and Compact Rouges, Lip Sticks, Eyebrow Pencils, Liquid Face Powder, Mascara, Sachet, Talcum Powder, Face Lotion, Powder Refills and Rouge Refills, and Liquid Cuticle Remover, Hair Tonics, Toilet Water, Perfume, Nail Polish, Cold Cream, and Tooth Paste.

207,286.—American Chicla Company, Long Island City, N. Y. (Filed Dec. 27, 1924. Used since Nov. 5, 1924.)—Tooth Paste, Antiseptics, and Mouth Washes.

207,354.—The Hessig-Ellis Drug Company, Memphis, Tenn. (Filed Dec. 29, 1924. Used since Sept. 15, 1924.)—Cold Cream, Peroxide Vanishing Cream, Hair Pomade, Hairdressing, Shampoo, Talcum Powder, Bleach Cream, Lemon Cream, Deodorant Cream, Perfume, Toilet Water, Face Powder, Rouge, Lip Sticks, Tooth Paste, Hair Tonic, and Theatrical Cleansing Cream.

207,457.—Georgia George Beauty Products, Inc., San Francisco, Calif. (Filed Dec. 30, 1924. Used since July, 1911.)—Scalp and Hair Shampoo.

207,458.—Glebeas Importation Co., New York, N. Y. (Filed Dec. 30, 1924. Used since Nov. 1, 1924.)—Face Powder, Toilet Creams, and Extracts for Perfumes.

207,572.—Richard Hudnut, New York, N. Y. (Filed Jan. 2, 1925. Used since Dec. 5, 1924.)—Toilet Powders, Face Powders, Bath Salts, Skin and Tissue Creams, Sachet Powders, Tooth Powders, Almond Meal, Toilet Waters, Headache Cologne, Smelling Salts, Dry Cream, Cold Cream, Vanishing Cream, Tooth Pastes, Perfumes, Lip Rouge, Bath Powders and Toilet Cerate.

207,603.—Alfred E. F. Weidner, doing business as Fabrik Medizinischer und Kosmetischer Preparate Dr. Alfred E. F.

Weidner, Berlin, Germany. (Filed Jan. 2, 1924. Used since May 18, 1920.)—Medical and Cosmetic Soaps.

207,606.—Frank L. Zimmermann, Chicago, Ill. (Filed Jan. 2, 1925. Used since Dec. 11, 1924.)—Almond Cream, Cold Cream, Ice Astringent, and Skin Cleanser, which are Facial Creams.

207,684, 207, 685.—Price Flavoring Extract Company, Chicago, Ill. (Filed Jan. 5, 1925. Used since May, 1871.)—Food Colorings.

207,687.—Daisy N. Roper, Washington, D. C. (Filed Jan. 5, 1925. Used since Dec. 30, 1924.)—Preparation for Use in the Promotion of the Growth of the Hair.

207,695.—Swift and Company, Chicago, Ill. (Filed Jan. 5, 1925. Used since Dec. 12, 1924.)—Soap.

207,828.—Rene Desseignes, Asmieres, France. (Filed Jan. 8, 1925. Used since Aug. 21, 1924.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Face Creams, Lotion for the Skin and Hair, Brilliantine, Rouges and Dentifrices.

207,831.—Schering & Glatz, Inc., New York, N. Y. (Filed Jan. 8, 1925. Used since Oct. 12, 1924.)—Cleansing Cream.

207,837.—Ungerer & Company, Inc., New York, N. Y. (Filed Jan. 8, 1925. Used since January, 1913.)—Natural and Synthetic Products Used for Scenting Purposes, and Particularly for Scenting Talcum and Face Powders, Creams, and Other Toilet Preparations.

207,857, 207,858.—Dobbs & Co., New York, N. Y. (Filed Jan. 9, 1925. Used since May, 1924.)—Perfumes, Toilet Waters, and Toilet Powders.

208,072.—J. Schanzenbach and Company, Inc., New York, N. Y. (Filed Jan. 13, 1925. Used since May 26, 1922.)—Henna Preparations for Coloring or Tinting the Hair.

208,215.—Admirola Chemical Co., New York, N. Y. (Filed Jan. 17, 1925. Used since Jan. 2, 1925.)—Bleach Cream, Cold Cream, and Vanishing Cream.

208,323.—James H. Towey, doing business as The Towey Company, Minneapolis, Minn. (Filed Jan. 19, 1925. Used since July 14, 1924.)—Perfumes, Toilet Waters, Cold Cream, and Vanishing Cream.

208,441.—Chas. A. Walsdorf, doing business as Charles A. Walsdorf's Pharmacy, New Orleans, La. (Filed Jan. 21, 1925. Used since Feb. 1, 1923.)—Hair Tonic.

208,461.—Elmo, Inc., Philadelphia, Pa. (Filed Jan. 22, 1925. Used since 1909.)—Astringents, Astringent Cerates, Bleach Creams, Beauty Creams, Cold Creams, Cleansing Oils, Rouges, Eyebrow and Eyelash Growers, Eyedrops, Face Bleaches, Face Packs, Hair Salves, Hand Lotions, Hair Elixirs, Luxury Bath Salts, Fefreshing Creams, Lip Sticks, Obesity Astringents, Rusmas, Obesity Creams, Rose Tints, Skin Lotions, Shampoos, Face Powders, Toilet Waters, Talcum Powders, and Witch-Hazel Salves.

208,492.—Sutho Co., Indianapolis, Ind. (Filed Jan. 22, 1925. Used since Jan. 14, 1925.)—Skin Lotion.

208,494.—Tolbar Co., New York, N. Y. (Filed Jan. 22, 1925. Used since Oct. 6, 1924.)—Nail Polish.

208,506.—Daniel F. L. Buck, Los Angeles, Calif. (Filed Jan. 23, 1925. Used since Jan. 10, 1925.)—Soap.

TRADE-MARK REGISTRATIONS GRANTED

(Act of March 19, 1920.)

(These Registrations are not Subject to Opposition.)

195,276.—Clinton D. Cook, Chicago, Ill. (Filed Oct. 13, 1924. Serial No. 203,788. Used since July 19, 1921.)—Tooth Paste.

195,924.—Wilford R. Goslin, Gainesville, Tex. (Filed Apr. 12, 1924. Serial No. 195,444. Used since Dec. 1, 1923.)—Complexion-Bleaching Preparation.

195,954.—Gimonet De Paris, Inc., Brooklyn, N. Y. (Filed June 13, 1924. Serial No. 198,517. Used since Jan. 1, 1919.)—Face Powder, Talcum Powder, Face and Skin Creams and Lotions, Rouge and Powder Compacts, Lip Sticks, Eyebrow Pencils, Eyelash and Eyebrow Coloring, Paste Rouge, Liquid Rouge, Depilatory, Nail Polish, Nail Cleanser, Nail Whitener, Hand and Arm Whitener, Liquid Face Powder, Hair Tonic, Hair Oils, Hair Coloring and Dyes, Hair Shampoos, Foot Powder and Lotions, Theatrical Grease Paints and Toning Powders for Same, Bath Salts, Sachets, Toilet Waters, Perfumes.

DESIGNS PATENTED

66,619.—Bottle. Georges Dumoulin, Paris, France. Filed Dec. 10, 1924. Serial No. 11,652. Term of patent $3\frac{1}{2}$ years.

66,734.—Jar. Charles A. Hedden, Oak Park, Ill., assignor to Armour & Company, Chicago, Ill., a Corporation of Illinois. Filed Jan. 7, 1925. Serial No. 11,954. Term of patent $3\frac{1}{2}$ years.

66,736.—Box. Helen Hileman, Los Angeles, Calif. Filed Oct. 28, 1924. Serial No. 11,201. Term of patent $3\frac{1}{2}$ years.

66,743.—Glass Bottle. Louis B. Newell, Baltimore, Md. Filed Dec. 16, 1921. Serial No. 522,939. Term of patent $3\frac{1}{2}$ years.

PATENTS GRANTED

1,526,485.—Vanity Case. Simon Morrison, Brooklyn, N. Y. Filed May 31, 1923. Serial No. 642,628. 3 Claims. (Cl. 132-83.)

1. A vanity case comprising a box, a partition in the box having a depending flange, a rouge compact located within said flange, a vertical pivot fixed to the bottom of the box, a support on the upper end of the pivot adapted to swing laterally relatively to the box, and a mirror carried by said support, substantially as set forth.

1,526,940.—Tooth-Paste Composition. Eugene Staegemann, Spring Valley, N. Y., assignor, by mesne assignments, to The Dayton Chemical Company, Dayton, Ohio, a Corporation of Ohio. Filed Apr. 26, 1924. Serial No. 709,123. 5 Claims. (Cl. 167-9.)

1. A dentifrice containing salts of ichthyol sulphonic acid.

1,527,052.—Vanity Case. Mary V. McAndrews, Brooklyn, N. Y. Filed Sept. 22, 1922. Serial No. 589,882. 2 Claims. (Cl. 132-83.)

2. In a vanity case of the character described, a tray formed with a depression for receiving a pack, resilient means for holding said pack in said depression, said tray being formed with a second depression for receiving an article, and a clamping member for clamping said article in said second mentioned depression.

1,527,188.—Vanity Case. William J. Hines, Hartford, Conn., assignor to The Fuller Brush Company, Hartford, Conn., a Corporation of Connecticut. Filed Nov. 22, 1922. Serial No. 602,520. 7 Claims. (Cl. 132-83.)

1. A vanity box cover comprising an outer supporting member having a recess with a pocket opening out of the bottom of said recess, and a cup shaped member inserted in said recess with its open end outward and formed to fit and close the opening into a box.

1,527,271.—Vanity Case. Lucille E. Proctor, Chicago, Ill. Filed July 30, 1923. Serial No. 654,686. 1 Claim. (Cl. 220-20.)

A vanity case comprising a casing open at the front, a longitudinally disposed partition dividing the casing into a large compartment and a small compartment, spaced partitions arranged transversely across the large compartment and dividing the latter into individual compartments, the outer edges of the partitions being spaced inwardly from the outer adjacent edges of the casing, a drawer for each of the individual compartments, knobs extending outwardly from the drawers, latches extending outwardly from the outer edges of the transverse partitions and engaging the outer edges of the drawers to hold the latter in closed position, said knobs and latches extending into the space defined by the outer edges of the partitions and the adjacent edge of the casing, containers arranged in the small compartment, means for removably holding the containers in place and a cover hinged to one edge of the casing and adapted to close over the front of the drawers.

1,527,745.—Shaving-Soap Stick and Holder. Gustave E. W. Miller, Boston, Mass., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Sept. 28, 1922. Serial No. 591,166. 10 Claims. (Cl. 206-56.)

2. As an article of manufacture, a base for a soap stick or the like, comprising a sheet metal portion having a flat

closed top and bottom and circular in cross-section and provided with an anchor extending upwardly therefrom from said top and laterally projecting at its upper end for securing a soap stick thereto.

1,528,422.—Dentifrice. Gordon F. Helsley, Jamaica, N. Y. Filed May 6, 1922. Serial No. 559,067. 3 Claims. (Cl. 167-9.)

2. A dentifrice consisting of a powdered mixture of citric acid, and precipitated chalk, said acid being rapidly soluble in the presence of saliva, while the chalk is practically insoluble to initially act as a mechanical abrasive, and secondarily completely neutralize the acid.

1,528,645.—Container. Ralph Wm. Wilson, New York, N. Y., assignor to Theodore W. Foster & Bro. Co., Providence, R. I., a Corporation of Maine. Filed Sept. 22, 1922. Serial No. 589,859. 3 Claims. (Cl. 132-83.)

1. A powder and rouge container, a bead on the outer wall of said container, top and bottom covers which partially telescope said container and abut said bead, said covers being hinged to the container at opposite sides, a powder compact in the top of said container, and a rouge compact mounted in a recess in the bottom of said container.

1,529,486.—Tooth Paste. Gerhard Kaemmerling, Glendale, and Louis Yates Wood, La Crescenta, Calif. Filed Nov. 26, 1923. Serial No. 677,181. 8 Claims. (Cl. 167-9.)

1. A tooth paste comprising: stannous oxide; and substances capable of uniting therewith to form a paste.

7. A tooth paste comprising: stannous oxide; powdered vegetable matter; a vehicle in which said stannous oxide and powdered vegetable matter is carried; and sufficient water to form a paste.

"BOTTLE STORY" MYSTERY EXPLAINED

(From the Illinois Glass Company's "Bottles")

In an interview with the New York *Sun* and the Boston *Post*, a Scotch distiller who recently arrived in this country complains that there is no method to keep unscrupulous men from melting a hole in the bottom of a bottle, removing the original goods, substituting a cheap blend in its place and sealing the bottom up again.

The story that the bottoms of bottles have been cut out either by an electric needle or by some other process is not new. It has been going the rounds for years and it is surprising how many intelligent people have accepted the yarn without question.

In the first place the great majority of bottles have a circular mark on the bottom, whether they are to be used for horseradish, ink, spring water, catsup, whiskey or what not.

The cause of this mark is so simple that once its origin is understood all mystery vanishes and with it goes the basis of the story Mr. Mackie-Campbell is giving the newspapers.

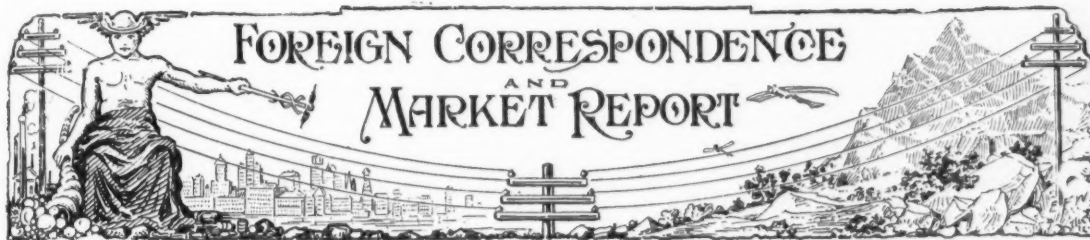
In making bottles by machine there is a knife attached to each arm that cuts off the extra glass after the blank mold is full. The contact, however, of the cold metal in the blade chills the portion of glass it touches, and when the bottle is blown the chilled surface very often leaves a more or less noticeable circular mark or scar.

It is not confined to whiskey bottles, nor to filled bottles. It is found on bottles intended for every use. It is there when they come from the machine, so it naturally stays with them through their entire period of usefulness.

If anyone wants to remove the contents of a bottle why should he go to the trouble of making a new hole in the glass when there is already one in the neck, and it is so easy to pull a cork or remove a stopper? If a bottle has been tampered with it was not through the bottom. A safe blower doesn't work through the back of a safe.

The thing is so ridiculous that we have hesitated to give it undue weight through a denial—but as far back as April, 1913, we published a little booklet on this subject, entitled, "Woe to Mr. Barnum. He Missed the Bottle Story," copies of which are still available, and will be mailed on request.

Yes—Mr. Barnum was right when he said "there's one born every minute"—but it's a sad commentary on our civilization that his statement still has to go unchallenged.



BULGARIA

BULGARIAN ROSE OIL EXPORTS.—According to the official figures published by the Bulgarian Statistical Bureau, exports of rose oil totaled 3,542 kilos during the period January to November inclusive, 1924. During the month of November, 42 kilos were exported, of which France took 40 and Germany 2 kilos, while 18 grams were consigned to the United States. The total production of the 22 distilleries and 9 co-operative undertakings amounted to 1,380 kilos in 1921, and to 1,125 kilos in 1922. The following table shows the chief customers of Bulgarian rose oil, based on the official returns (amounts in kilos):

	1912	1915	1921		1912	1915	1921
Austria	—	—	24	Holland	—	—	8
Belgium	—	—	0.020	Russia	—	353	—
Czechoslovakia	—	—	5	Spain	—	—	10
France	1,707	1,343	830	Switzerland	146	1,227	—
Germany	1,961	—	187	Turkey	—	—	8
Great Britain	533	705	517	United States	576	1,313	292

ENGLAND

WEMBLEY FAIR REOPENS IN MAY.—The British Empire Exposition at Wembley will reopen the first week in May and close in October, Arthur M. Samuel, speaking for the government, told the House of Commons recently. The exposition incurred a deficit of nearly £2,000,000, but it is hoped to retrieve this by a second year's opening with a comparatively small expenditure.

EXHIBITS AT BIRMINGHAM.—At the British Industries Fair, at Birmingham, February 16 to 17, A. Boake, Roberts & Co., Ltd., had two stands on which they displayed fine and technical chemicals, perfumery and pharmaceutical chemicals, intermediates, sulphites, disinfectants and other specialties, flavoring essences, essential oils and food colors.

TOILET TRADERS CONFER.—The British Wholesale Toilet Trades Association, at its recent annual meeting, with T. Robertson in the chair, discussed the excessive duty on perfumery spirit, and a resolution was passed, urging the Government to adopt some method by which the present excessive duty on rectified spirit used in the manufacture of perfumes and toilet preparations, could be reduced, with a view of reviving this important home industry. Liabilities growing out of hair dye damage suits, price cutting and other topics were considered.

The following officers were elected: President, T. Robertson (re-elected); vice-presidents, W. Hill, F. M. Dalby, E. Cloughton, and F. W. Scott; secretary, S. Mather; honorary treasurer, W. E. Bingham; Executive Committee, F. Benton Smith, C. E. Cox, H. Crump, J. Holdsworth, W. S. Hall, E. W. S. Lang, W. Neate, L. Silk and J. W. Watts.

It was decided to form a Joint Committee of Manufacturers and Wholesalers to deal with toilet trade problems.

(Continued on page 52)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

The general situation prevailing in the essential oil market is not materially different from that which we reported in our review for February. Hence, it can hardly be said that the condition of the market is a satisfactory one from the standpoint of the seller of essential oils and perfume materials regardless of the fact that there has been no general weakness in prices and only an occasional report of shading on important materials since the time when that review appeared. There has been some light consuming demand and probably aggregate sales for the month have been well up to the seasonal average. At the same time, the tendency of the consuming purchaser has been to hold the quantities which he bought down to the minimum needed for immediate requirements.

This is but natural in a market which is now well above the levels prevailing in the pre-war period. It is a phenomenon which is quite evident in virtually all of the allied markets where the position is at all comparable to conditions on the essential oils industry. The crude drug and fine chemical trades are experiencing almost precisely the same conditions. At the same time, expressions of concern over the situation and in a few cases absolute pessimism apparently prevail. Just why this should be so unless those holding such opinions have through exceptional conditions secured an entirely inadequate and erroneous view of the future of trade conditions, is hard to say. Business is far from brisk. At the same time, it is even farther from bad or even poor. The trade should realize what "normal" means in the matter of inquiry and sales. Too few of its members realize what that "normal" is since the close of the war.

Turning to the various groups into which the market naturally divides, it may be said at the outset, that two groups have stood out in the developments of the month above all of the others. The first is the mint group with its feature, peppermint. Since the time of our February review there has been a further net advance of almost \$2 per pound in the price of peppermint and similar strength in all of the other items comprising the group. This advance was forecast and even definitely predicted in our review of last month. At the same time, it may be said that the extremely and abnormally high price prevailing on the principal item in the group has lately discouraged buying very sharply. The chewing gum manufacturers, for example, who have been probably the largest single buyers of peppermint and spearmint, are turning to a wholly independent product as a substitute, and while this substitute, menthol, is extremely high in price itself, it has been to the advantage of the consumers as well as to the detriment of peppermint holders to buy it. In addition, the fact that the market reached \$15 during the month, together with the result that considerable oil was released at that level which had been held back by the owners pending such market action, has materially eased the spot situation. However, there is not much oil available here or in the country. The market is at a critical point. It can decline rather sharply. It can also advance still fur-

ther. In any event, it would seem the part of wisdom to curtail purchases to immediate needs for the time being at any rate.

The other group which has featured the market has been the group of citrus essences headed by lemon. Spot prices have been very high owing to scarcity here and high prices for shipment from Italy. At the same time, reliable advices from that center indicate that production has been more than adequate and hint that speculative activities on the part of comparatively few factors have been responsible for the strength in the market. Whatever the future, the present status of lemon, and to a lesser extent of bergamot and orange, looks exceedingly strong with recent transactions here in both spot and future positions indicating confidence in the market on the part of leading speculative importers.

The floral essences have not displayed much change during the month with the exception of geranium which has continued weak and declining throughout. Other materials on the list, notably lavender, aspic and neroli have been increasingly firm. Rose is quoted over a considerably wider range of prices, quality being the determining factor in the quotations heard in the market.

Seed and spice oils have been in a rather stagnant and dull position. In general, prices have held up principally because shipment prices and the cost of raw materials have been firm. If actual business had been depended upon to maintain firmness, there is little doubt that the markets on many of these items would have been lower. The only real break in the group came in coriander, which was sharply lower on general weakness in the raw material market. Caraway has been distinctly unsettled. Other items have displayed no change nor any real tendency toward one.

The miscellaneous group has been featured chiefly by weakness in citronella which has not been moving and appears to be in some surplus. There has also been a rather sharp decline in cedar wood following the pronounced inflation easier in the winter. Bois de Rose is easier although there is a wide divergence in the quality of the oil which has been offered during the last few weeks and buyers are a little sceptical regarding the real value of some of the cheaper offerings. Little is to be said in regard to the other items on the list. They have been quiet and steady and no definite trend has been discernible. More active buying might lead to a change in the general position or develop a definite trend. There is no such thing in the market at the moment.

Synthetics and Aromatic Chemicals

Both in lack of heavy demand and comparative freedom for sharp price changes, the market for synthetics and artificial materials and derivatives has closely paralleled the trade in essential oils during the last month. There has been no large business but perfumers and other consumers have been steady purchasers none the less, with the result that the general price situation shows practically no change since the appearance of our February review. The general competitive tendency continues strong but has led to somewhat less price shading than had been anticipated. This is probably traceable to the fact that the average order has not been of a character which would lead to heavy price cutting in an effort to secure it. As a result, the trade has been reasonably well distributed through the market and everyone has had his share and is reasonably happy. Further effects of the reduction in tariff rates late last year is not in evidence. Apparently the matter has been straightened out without detriment to the domestic producers and with some benefit to the importers. Its effect on prices has been remarkably small all around. Conditions are healthy in the industry and there is reason to anticipate steady markets which may firm up if business shows improvement.

Specific changes have been almost lacking. Geraniol is a shade easier. Hydroxycitronellal is cheaper in some quarters with the average prices around \$2 lower than those of last month. Linalool is very firm and the easier trend in bois de rose is yet to affect it. Musks have been unsettled and are apparently somewhat easier all around with keen competition between the importers for new business, especially on ambrette.

Vanilla Beans

There has not been much change in the market. Stocks of beans may have been augmented slightly on spot during the month but not sufficiently to alter the price schedules of the importers. The latter look for very little change in prices during the coming months. At least, they anticipate nothing in the way of really cheap vanilla. Speculative activity in the new Bourbon crop is already under way and opening prices have been high. The present crop is well held, what there is left of it. The Mexican crop will be slightly larger than that of a year ago, although not as large as estimates of some interested parties would seem to indicate. All told, world supplies may be increased slightly during the next season. At the same time, a carry over will be practically lacking and consumption is admittedly increasing steadily. Further, primary market holders are accustomed to high prices, have money, and will hold their beans until they can get what they believe is an adequate figure for them. Just where the cheap vanilla which some persons predict is coming from is a question which is still seeking an answer in vain.

Sundries

The market has been featured by a sharp drop in alcohols. The call for denatured for winter use has subsided and the market is over supplied. Pressure of resale goods cut 2½¢ per gallon off distillers' prices all around. In addition, the freight differential between works and New York quotations has been eliminated giving New York buyers a further 1½¢ reduction. Apparently the end is not yet, for resellers of denatured will still shade first hand prices materially on real business. Menthol has been a shade lower here on account of competition between local factors. Japanese prices are strong and higher and the spot market seems likely to firm up slightly in the not far distant future. A synthetic product not U.S.P. in all particulars is being offered fairly cheaply by its manufacturer who is operating under a British patent. Other synthetic and natural products of more or less worth are also available, but thus far they have cut very little into the sale of natural goods. Balsam copaiba is higher and hard to get here and for shipment. Other sundries have displayed no changes of any consequence nor has business in them been anything better than routine.

ALCOHOL FREIGHT DIFFERENTIAL

A considerable advantage has been gained by consumers of alcohol both pure and denatured who are accustomed to purchasing in the New York market or on f.o.b. New York basis, through the recent action of the United States Industrial Alcohol Co. in discontinuing the freight differential between New York and works prices. The announcement of the company in regard to rates is to the effect that since New York is now a producing center for alcohol, the former differential amounting to 1½ cents per gallon between works and spot New York prices has been discontinued. New York buyers will, therefore, in future have the benefit of the lowest prices prevailing on all grades of pure and denatured alcohol.

While ostensibly the reduction was made for the purpose and reasons assigned by the company in its announcement, it is noteworthy that it came on the heels of a cut of 2½ cents per gallon in the prices of all grades of alcohol which in turn was occasioned by the keen competition for business in all markets. The alcohol situation is far from strong at present. There is little demand for goods and rather heavy stocks exist both at plants and in the hands of dealers. Further cuts and readjustments in the schedules of all of the leading producers would not be surprising in view of the present condition of the market.

Prize Offered for Paris-New York Flight

To stimulate nonstop flights across the Atlantic, a French aviation enthusiast has offered a prize of \$25,000 to the first aviator flying from Paris to New York, or vice versa. The offer holds good for five years.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices on Soap Materials)

ESSENTIAL OILS

Almond, Bitter, per lb...	\$3.35@	\$3.65
S. P. A.....	3.60@	3.90
F. F. C. "Art".....	1.75@	1.80
Sweet True82@	.85
Apricot Kernel29@	.31
Amber, crude75@	.80
rectified90@	1.00
Amyris, balsamifera	2.85@	3.15
Angelica Root	35.00@	
Anise, tech60@	
Lead free, U. S. P.....	.65@	
Aspic (spike) Spanish..	1.10@	1.20
French	1.30@	1.40
Bay, Porto Rico	2.40@	
West Indies	2.25@	
Bergamot, 35-36 per cent.	3.80@	4.00*
Birch, sweet N. C.....	1.90@	2.15
Penn. and Conn.....	3.50@	4.00
Birchtar, crude25@	
rectified75@	
Bois de Rose, Femelle....	4.65@	4.90
Cade, U. S. P. "IX".....	.38@	
Cajeput, Native S. P....	1.05@	
Calamus	4.00@	
Camphor, "white".....	.15@	.16
Cananga, Java Native....	2.25@	
rectified	3.00@	3.25
Caraway Seed, rectified..	2.65@	3.00
Cardamon Ceylon	45.00@	
Cassia, 80@85%	1.80@	nom.
rectified, U.S.P.....	2.60@	2.75
Cedar Leaf	1.00@	1.10
Cedar Wood72@	.77
Celery	11.00@	
Chamomile	6.00@	7.50
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon74@	.75
Java	1.35@	
Cloves, Bourbon	2.70@	3.00
Zanzibar	2.05@	
Copaiba45@	.50
Coriander	10.25@	
Croton	1.05@	
Cumin	12.00@	14.00
Cypress	6.00@	
Cubebs	5.00@	
Dillseed	4.50@	
Eriogenon	4.25@	
Eucalyptus, Aus. "U.S.P."	.62½@	
Fennel, Sweet	1.00@	1.10
Geranium, Rose Algerian.	7.75@	8.00
Bourbon	6.00@	7.50
Turkish (Palma rosa).	4.25@	4.50
Ginger	13.00@	
Gingergrass	3.00@	
Guaiaac (Wood)	5.00@	
Hemlock90@	
Juniper Berries, rectified.	2.25@	
Juniper Wood65@	
Laurel	5.00@	
Lavender, English	32.00@	
U.S.P. "IX"	6.00@	8.50
Lemon, Italian	1.05@	1.40
Calif.90@	
Lemongrass	1.30@	1.40
Limes, distilled	1.85@	
expressed	4.15@	
Linaloe	4.25@	
Mace, distilled	1.65@	
Mirbane15@	
Mustard, genuine	14.00@	16.00
artificial	2.80@	2.95
Neroli, Bigarade, Pure...	80.00@	100.00
Petale, extra	100.00@	130.00

Nutmeg	1.65@	
Orange, bitter	2.75@	
sweet, W. Indies.....	2.85@	3.00
sweet, Italian	2.90@	3.25
Calif.	2.90@	3.00
Origanum, imitation35@	
Orris Root, concrete, do-		
mestic	4.00@	
foreign	5.00@	
Orris Root, absolute (oz.)	70.00@	
Parsley	3.50@	
Patchouly	5.00@	5.50
Pennyroyal, American...	2.10@	2.30
French	1.90@	
Peppermint Natural	15.00@	
Redistilled	16.00@	
Petit Grain, So. American	2.25@	
French	6.00@	
Pimento	2.65@	
Pinus Sylvestris	2.00@	
Pumilions	2.60@	
Rose, Bulgaria	10.00@	13.00
Rosemary, French55@	
Spanish42½@	
Rue	4.00@	
Sage	2.75@	3.00
Sage, Clary	3.25@	4.50
Sandalwood, East India..	7.25@	
Sassafras, natural	1.20@	
artificial38@	
Savin, French	2.55@	
Snake Root	18.00@	
Spearmint	4.50@	
Spruce90@	
Tansy	3.35@	
Thyme, French, red	1.10@	
white	1.15@	1.25
Spanish, red	1.00@	
Valerian	15.00@	
Vetivert, Bourbon	13.25@	
Java	18.00@	
East Indian	30.00@	35.00
Wintergreen, Southern...	4.00@	
Penn. & Conn.	8.00@	9.50
Wormseed	3.50@	
Wormwood	4.25@	
Ylang-Ylang, Manila....	26.00@	32.00
Bourbon	6.00@	12.00

OLEO-RESINS

Capsicum	2.75@	
Ginger	4.50@	
Cubeb	4.25@	
Malefern	3.00@	
Orris	6.00@	15.00
Pepper, Black	4.00@	
Vanilla	22.50@	26.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	5.00@	
Aldehyde C 14	22.50@	
C 16	70.00@	75.00
Amyl Acetate	1.25@	
Amyl Butyrate	1.75@	
Amyl Cinnamate	2.35@	
Amyl Fomate	1.75@	2.00
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom. ..	1.50@	
foreign	2.00@	
Amyl Valerate	3.00@	3.50
Anethol	1.35@	
Anisic Aldehyde, dom. ..	3.75@	
foreign	4.00@	
Benzaldehyde, U.S.P. ...	1.55@	1.65
F. F. C.	1.75@	1.80

Benzilidenacetone	2.75@	4.50
Benzophenone	7.00@	
Benzyl Acetate dom.	1.55@	1.80
foreign	1.70@	1.90
Benzyl Alcohol	1.45@	1.60
Benzyl Benzoate	1.60@	1.75
Benzyl Butyrate	5.50@	1.75
Benzyl Cinnamate	10.00@	
Benzyl Formate	3.25@	
Benzyl Propionate	5.00@	
Borneol	2.75@	
Bornylacetate	3.75@	
Bromstyrol	3.50@	4.00
Carvol	12.00@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	7.50@	8.00
Cinnamic Aldehyde	3.65@	4.00
Citral	3.00@	3.25
Citral, C. P.	3.50@	5.00
Citronellol, dom.	8.00@	9.00
foreign	8.25@	9.50
Coumarin, dom.	3.40@	3.65
foreign	3.50@	3.60
Diethylthallate45@	
Diphenylmethane	2.50@	3.00
Diphenyloxide	1.00@	1.40
Ethyl Acetate50@	
Ethyl Benzoate	2.00@	
Ethyl Butyrate	1.50@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.25@	
Ethyl Propionate	2.50@	
Ethyl Salicylate	3.50@	
Eucalyptol92@	
Eugenol	3.15@	3.30
foreign	3.25@	4.00
Geraniol, dom.	4.50@	
foreign	5.00@	
Geranyl Acetate	5.00@	
Geranyl Butyrate	13.00@	
Geranyl Formate	12.50@	
Heliotropin, dom.	2.25@	
foreign	2.50@	3.00
Hydroxycitronellal	10.00@	12.00
Indol, C. P. (oz.)	9.00@	
Iso Butyl Benzoate	5.00@	
Iso Eugenol	4.00@	4.25
Linalool	6.00@	8.00
Linalyl Acetate 90%....	8.00@	
Linalyl Benzoate	13.00@	
Methyl Acetophenone ..	4.25@	5.00
Methyl Anthranilate ..	2.75@	3.25
Methyl Benzoate	2.00@	
Methyl Cinnamate	4.00@	5.00
Methyl Eugenol	8.50@	10.00
Methyl Heptenone	9.00@	
Methyl Heptene Carbon..	27.00@	35.00
Methyl Iso Eugenol	12.50@	13.00
Methyl Octine Carb	27.00@	35.00
Methyl Paracresol	6.00@	
Methyl Phenylacetate,		
Art. Honey Aroma....	6.50@	
Methyl Salicylate48	.52
Musk Ambrette	12.00@	14.00
Ketone	13.00@	15.00
Xylene	3.50@	4.00
Nerolin	1.65@	2.00
Nonylic-Alcohol	40.00@	52.00
Phenylacetaldehyde 50%.	8.00@	11.00
imported	8.00@	10.00
Phenylacetic Acid	3.50@	
Phenyl Ethyl Acetate	15.00@	17.50
Phenyl Ethyl Butyrate...	27.50@	
Phenyl Ethyl Formate...	20.00@	

(Continued on Next Page)

Phenyl Ethyl Propionate. 20.00@	Beaver Castor	4.50@ 7.00	Rhubarb Root, Shensi ..	.50@	.55
Phenyl Ethyl Alcohol,	Cardamon Seed, green...	1.85@	High Dried36@	
domestic	Decort	2.25@	Rice, Starch09@	.12
imported	Castoreum	4.50@	Rose leaves, red	1.00@	
Rhodinol, dom.	Chalk, precipitated03½@ .06½	pale65@	
foreign	Civet horns	2.25@	Sandalwood chips35@	
Safrol	Guarana65@	Saponin	1.25@	
Skatol, C. P. (oz.)	Gum Benzoin Siam	1.25@ 1.60	Styrax47½@	2.20
Terpineol C. P., dom....	Sumatra30@ .40	Talc, domestic..... (ton)	18.00@	40.00
imported	Gum Gamboge, pipe80@	French	40.00@	45.00
Terpinyl Acetate	powd.	1.00@	Italian	50.00@	65.00
Thymol	Lanolin hydrous17@ .19	Vetivert root30@	
Vanillin	anhydrous20@ .23			
Violet Ketone Alpha....	Menthol, Jap.	11.75@ 13.00			
Beta	synthetic	8.00@ 10.00			
Yara Yara	Musk, Cab, pods.... (oz.)	18.00@ 20.00			
	grains	26.00@ 28.00			
	Tonquin, gr. (oz.)	36.00@			
	pods	22.00@ 23.00			
	Orange flowers	1.00@			
	Orris Root, Florentine..	.11@ .14			
	powdered14@ .30			
	Verona10@ .12*			
	powd.13@ .25			
	Patchouli leaves20@ .25			
	Peach Kernel Meal20@			

SUNDRIES

Alcohol Cologne spets., gal.	4.93@ 5.08
Almond Meal26@ .30
Ambergris, black... (oz.)	15.00@ 18.00
gray	26.00@
Balsam Copaiba S. A....	.57@
Para54@
Balsam Peru	2.00@
Tolu	1.75@

FOREIGN CORRESPONDENCE

(Continued from Page 49)

including distribution. Among the firms represented were Parke, Davis & Co. and Prichard & Constance.

FINED FOR CUSTOMS UNDERVALUATION.—The Lord Mayor of London on January 2 ordered K. B. Mavlankar to forfeit £500 and £5 5s. costs on each of two summonses filed by the Customs authorities for inaccurate declarations of value of imported chemicals for Key Industries Duty. One summons concerned ethyl phthalate, methyl anthranilate and methyl silicylate, ex-Germany, declared at £238 5s. 4d., actual price paid £319 18s. whereby the Crown lost customs duty and reparation levy amounting to £31. The second summons related to musk xylol, declared at £312 10s., price paid £482 5s. 2d., the duty and levy loss being over £65.

Mr. Gibson, the Crown counsel, said that undervaluations enabled a person to cut the market from under the feet of his competitors. Mr. Mavlankar assumed the responsibility for the erroneous declarations, explaining that he had been informed that the practice of submitting false invoices was general in the trade and he had not originated the system. (This statement later was denied by the British Chemical & Dyestuffs' Association.) It was shown that within one month Mr. Mavlankar's firm had entered five invoices for £699, when the actual price paid was £1,024. He had been frank and useful in aiding the Customs investigators and the additional penalty of two years' imprisonment under the law was not enforced. Mr. Mavlankar is a native of India, doing business in London and having 14 or 15 English employees.

FRANCE

CHAMBER OF COMMERCE.—The recent annual dinner of the American Chamber of Commerce in France, held in the Hotel Palais d'Orsay, Paris, under the presidency of Blythe W. Branch, was confined to the address of the American Consul General in Paris relating to Franco-American trade in 1924. Robert P. Skinner, the new Consul General, gave a very interesting summary with comments concerning French exports to and imports from the United States, a commercial movement constantly increasing.

Mr. Branch, retiring from the presidency after two terms,

was the object of sincere expressions of appreciation. Consul General Skinner was elected Consulting Director, and A. M. Thackara, retired American Consul General in Paris, and former Consulting Director of the Chamber, was elected to honorary membership. The officers for 1925 are as follows: President, Benjamin H. Conner; first vice-president, Pendleton Beckley; second vice-president, Edgar Carolan; treasurer, A. V. Arragon; honorary secretary, Charles G. Loeb.

GERMANY

FOREIGN TRADE.—Some interesting facts regarding Germany's foreign trade are revealed in a semi-official compilation. Both the total imports and exports for 1924 are only about half of the 1913 figures. Exports are less than in 1923. In 1924 there were considerable increases in imports of vanilla, cottonseed oil, palm oil and various spices. The vanilla imports are as follows for the last two years: 1923, 23,600 kilos; 1924, 81,000 kilos.

Cosmetics, tooth powders and perfumed toilet articles made this showing: Imports, 1923, 2,448 kilos; 1924, 9,400 kilos. Exports 1923, 1,085,700 kilos; 1924, 767,200 kilos.

Perfumed fats and oils: Imports, 1923, 7,600 kilos; 1924, 16,900 kilos. Exports: 1923, 213,600 kilos; 1924, 219,300 kilos.

Eau de Cologne: No imports in either year. Exports: 1923, 151,400 kilos; 1924, 128,500 kilos. Values are not given.

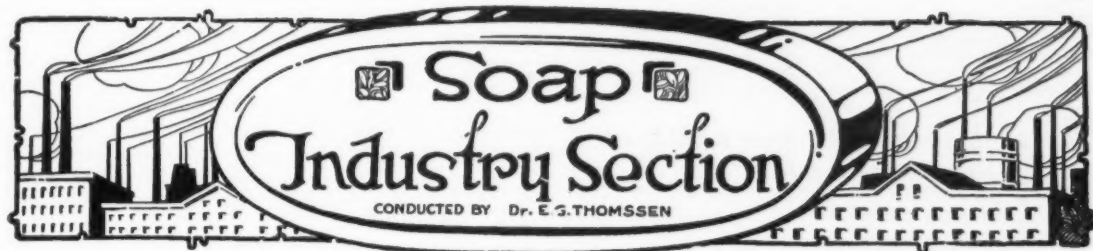
POLAND-UNITED STATES

MOST FAVORED NATION AGREEMENT.—Among the commodities affected by the new agreement just concluded the following reductions from the general duties in the Polish tariff are extended to American exporters:

Condiments and spices, 40-50 per cent; pharmaceutical products, 30-50 per cent; cosmetics, 35 per cent; soaps, 25-40 per cent; fancy toilet articles, 30 per cent.

TURKEY

PROPOSED EXCISE DUTY ON ALCOHOL.—The Turkish Grand National Assembly passed a law on December 13, 1924, providing for an excise duty of 20 paras per kilo and per degree of alcoholic content on alcohol and on liquids containing alcohol.



BOOK REVIEW

THE MODERN SOAP AND DETERGENT INDUSTRY, INCLUDING GLYCEROL MANUFACTURE, Vol. I, THEORY AND PRACTICE OF SOAP MAKING. By Geoffrey Martin, 375 pp., \$10; D. Van Nostrand Co., New York (Crosby, Lockwood & Son, Pub.).

The author of this book at the very outset of his preface states that no work exists on soap and detergents which completely covers all the branches of this subject. He then undertakes the ambitious task of justifying the claim that no work in any language on soap shall be as complete as his. Of necessity a work having as its object a goal of this kind must be voluminous and information is very apt to be given which is quite uninteresting to most individuals interested in this branch of industry. The main objection to presenting soap information voluminously is that a good deal of it is very apt to be based upon fiction rather than real fact. This statement applies as a general criticism of this volume. Thus the statements the author makes regarding the value of certain chemicals in soap perfuming or the efficacy and description of various types of machinery read more like the advertising statements of one who is interested in selling goods rather than the true statement of fact a scientific book of this nature should depict.

The first volume is arranged in seven sections. Each section begins a new numbering of the pages, making it possible to have the same page number seven times. In turning to any section one must first find the first page of the section to find out which section it is. This arrangement is miserable and greatly detracts from the value of the book. Then, too, an index is lacking although this may appear in the second volume, which we are informed will appear within the next sixty days. These sections include: I, Nature of Soap and Detergent Action; II, Organic Raw Materials; III, Inorganic Raw Materials; IV, Perfuming Substances in Soap; V, Soap from Free Fatty Acids; VI, The Soap Boiling Process; VII, Household and Laundry Soaps. Each section is very fully covered and the information set forth is of useful value to all students of soap. As the author is an Englishman some of the terms may at first be difficult of understanding because they differ from those we use in this country.

As a whole the volume is well written and one which should be on the shelf of anyone interested in soap manufacture. The second volume is to be released very shortly.

E. G. T.

Patent for Purifying Oils and Fats

German Patent 379123, K. Stiansen, Sandefjord, Norway.
—The oil or melted fat is treated with a finely divided mineral phosphate, such as apatite, preferably at 40-50° C.

GOSSIP IN THE INDUSTRY

In an industry which is as disorganized as that of soap making and which is limited to so few companies one cannot be very closely connected with it very long without hearing much gossip. This gossip is quite akin to the well known article one finds in all communities and more especially the small town. Its source usually can be traced to some mythical statement which is largely distorted and exaggerated by those carrying it. These carriers are undoubtedly well meaning souls consisting largely of the traveling fraternity who convey their information with the friendly desire of ingratiating themselves in the esteem of the buyer of their commodities. The soap trade does surely like a rumor.

There is very little question but that this sort of loose talk, if given any serious consideration, can do the industry a lot of injury. There is a fertile field among soap manufacturers, who, it may be said, are more or less envious and suspicious of each other. This puts the industry as a whole in the wrong light. It brings to the surface, in a harmful way, any ill feeling which may be dormant.

The soap industry is in the hands of as high grade a group of business men as any other business. Anyone who is intimately thrown into contact with the real men who are the heads of the various plants cannot help but be impressed by this fact. In days gone by there have undoubtedly been many points at which they have been at odds. Every once in a while this comes to the surface in the form of news, gossip or in advertising copy. Such outbursts do no one any good and put the industry as a whole in the wrong light. The writer was recently greatly impressed in meeting some of the executives of two of the largest soap manufacturers of this country to hear the fair and flattering comments these gentlemen made concerning their competitors. Some one has said: "One of the surest ways of destroying an enemy is to make him your friend." This may be modified to say: "One of the surest ways of gaining fair competition is to speak well of your competitor." There has been too much bitterness among soap manufacturers. This bitterness to a large extent is kept alive by cheap gossip. To discard the person giving it as "talking through a cocked hat" would reflect to the good of the industry as a whole.

Bureau of Raw Materials Elects Officers

The Bureau of Raw Materials for American Vegetable Oils and Fats Industries held its annual meeting at the Pennsylvania Hotel, in New York, January 20. F. M. Barnes, of the Procter & Gamble Co. was re-elected chairman of the executive committee. Mason Trowbridge, general counsel for Colgate & Co., was re-elected treasurer. C. Rogers Brown of the Brown-Edwards Co. was re-elected to the executive committee, and A. M. Burkhardt of the

Palmolive Co. and H. Mart Smith of W. R. Grace & Co. were elected as new members of the executive committee for 1925-26. John W. Baker, president of the Philippine Refining Corporation, succeeds H. Mart Smith on the national committee of the bureau, John B. Gordon was re-appointed secretary.

"MYRABOLOIL," A NEW RAW MATERIAL

Under the name of "Myrabolil," a new soap-making material has been introduced by a North German firm. The product, which is the invention of R. Tern, of Berlin, and is patented in most countries, is described by E. Wernicke (*Chemiker-Zeitung*, January 29, 1925).

The chemical and physical properties of the new oil, which is claimed to be a technical raw material of wide applicability, can be varied within wide limits. The color ranges from bright yellow to bright reddish brown, the odor is rather agreeable and the consistency varies with the content of stearin. The maximum and minimum values of the chemical constants of "Myrabolil" are: Specific gravity at 15° C., 0.9552-0.9541; acid number, 13-30; saponification value 166-217; unsaponifiable matter, 0.8 to 2.2 per cent.; iodine number, 70-100; glycerine content, 8-10 per cent.; and oxy fatty-acid content, 0.50 per cent. Particular attention is drawn to the low percentage of unsaponifiable matter (soluble in petroleum ether) which gives the oil an average saponification efficiency of 98-99 per cent., and to the total absence of water and suspended matter.

The oil is stated to be a mixture of different fatty acids and their glycerides, particularly of palmitic, stearic and oleic acids and of other less saturated fatty acids. It is evidently available in considerable quantities and should help the German soap maker in his efforts towards independence of foreign supplies of oils and fats. No indication is given by Wernicke as to whence the raw materials for the "Myrabolil" are obtained, except that home produced fat waste is utilized. A mixture of 90 per cent. of the new material and 10 per cent. of coconut oil is stated to give a satisfactory hard soap, the color of which varies from pure white to pale yellow in accordance with the quality of the "Myrabolil" used. The soaps are practically odorless and have good lathering properties. The finest toilet, shaving, and medicinal soaps are also stated to be made with the new material.

A NEW IDEA IN SOAP ADVERTISING

A co-operative competition to encourage attractive plumbing display windows fathered by the Procter & Gamble Company, which offered prizes of \$25, \$15, and \$10 for the best photographs of plumbing displays having bathroom fixtures with a piece of Ivory Soap in the fixture, closed on March 1. Letters were sent by the company to leading dealers in plumbing fixtures, throughout the country, inviting them to participate in the contest, in which this paragraph appears:

"The plan entails the exhibiting of some of your bathroom fixtures in the window, with a piece of Ivory Soap in the fixture. We will send the soap."

Numerous replies were received from plumbers.

Determination of Total Alkali in Soaps

DECOMPOSITION OF POTASSIUM OR SODIUM SOAPS BY AMMONIUM CHLORIDE IN AQUEOUS SOLUTION. F. L. Stüpel. *Chem. Umschau*, 1924, 31, 97-98. The replacement of potassium or sodium by ammonium in fatty soaps by means of ammonium chloride in aqueous solution and the ready dissociation of ammonium soaps when heated is used as a basis for a method of determining alkali in soaps. 3-5 g. of soap are dissolved in 50 c.c. of hot water, 10 c.c. of 20% ammonium chloride solution added, and the mixture is steam-distilled for 1 hr. in a Kjeldahl distillation apparatus, the vapours being passed into $N/2$ hydrochloric acid, the excess of which is afterwards titrated.

DOG SOAP AS A RABIES PREVENTIVE

A writer in the *Seifensieder-Zeitung* (Vol. 51, No. 38) devotes some attention to rabies and the prevention of the disease, emphasizing the need of giving more care to the cleanliness of the animals. A thorough cleansing can be effected only by washing animals at least twice a week, and treating them thoroughly with creolin-soap. Creolin soap is an excellent cleansing agent, for its use destroys on the one hand all vermin, on the other hand the creolin odor adhering to the washed dogs for some time keeps them from coming in contact.

The admixture of creolin should amount to 5 per cent of the soap. The effectiveness would be increased by the addition of about 3 per cent of naphthalin, which latter, dissolved in the water with an equal quantity of alcohol, is added to the soap.

The dog soap is prepared mostly by the cold process; but it may also be prepared advantageously by the half-boiled method, by using somewhat darker, odorless raw materials, which are favorable as to price, and suffice for this purpose. To make polished creolin soap the creolin is added to the soap stock in the mixing machine.

DOG SOAP BY THE COLD PROCESS

25.0	Kg. Coconut oil
10.75	Kg. Sodium lye 38% Be'
2.0	Kg. Potash lye 38% Be'
0.75	Kg. Naphthalin, in
0.75	Kg. Alcohol added to the water bath,
1.9	Kg. Creolin.

The oil is strained into an appropriate stirring kettle, weighed exactly, and the clear potash lye, mixed with the sodium lye, is at about 28° C, according to the season of the year and the fatty acid content of the oil. The mass is brought together with the oil in an even stream by vigorous stirring. As soon as the mass begins to congeal the warmed up naphthalin solution is added and stirred in rapidly and is followed immediately by the creolin. Caution is required that the sputtering mass does not fly into the eye, since the creolin is very corrosive. After the addition of the creolin with thorough mixing the mass thickens rapidly and it must be poured promptly into frames. For this reason the stirring kettle is placed conveniently beside the prepared frame in order to facilitate rapid pouring. Thereupon the frame is covered with sacks and is left for self-heating. The soap when cooled is at once cut into pieces of desired size, and packed in wrappers on which are printed the appropriate data. Pressing the soap is thus made unnecessary, besides by drying out of the pieces in the warm air a part of the odor would volatilize.

DOG SOAP BY THE HALF-WARM PROCESS

13.0	Kg. Margarin—acid coconut oil
12.0	Kg. Tallow
0.5	Kg. Lanolin
11.0	Kg. Sodium lye 30% Be'
2.5	Kg. Potash lye 38% Be'
2.0	Kg. Water
2.0	Kg. Creolin.

The procedure is the same as that followed usually in the half-boiled process, that is, by adding to the fat mixture heated to about 75° C. the mixture of lye and steady stirring. As soon as the mass thickens, it is left to the self-heating process, and for this purpose the jacketed kettle which may be suitably warmed with indirect steam, may be covered, or which may be replaced by a water bath kettle. After saponification has set in, about 2½ hours, in which no white spots should be visible on top, the mass is well stirred and is tested by the bite on the tongue which should not leave a sting, so that with the phenolphthalein test only a weak rose color appears. The temperature here should be at 85-90° C. Then the lanolin is added. If pieces of this soap are at hand, they may be worked in to advantage if cut into small pieces.

When the soap is cooled to about 70° C. the creolin is added by thorough stirring, and the soap is ready for the frames. The bars of soap are then wrapped as already described.

Good care, right treatment and correct feeding of domestic animals by everybody would contribute much to the stamping out of rabies.

SIGNIFICANCE OF THE CHEMISTRY OF COLLOIDS FOR THE SOAP INDUSTRY*

By Dr. HUGO KÜHL, Berlin

Years ago, when I reported in the *Seifensieder Zeitung* on the preparation and effect of sulfur soaps one firm reported to me that it had patented the use of colloidal sulfur. Concerning this patent I unfortunately never found anything in the literature, so that I must reach back to my own explanations made at the time. I had observed that small quantities of colloidal sulfur are sufficient to achieve an excellent bleaching effect without diminishing the cleansing effect. As test material I used especially spotted white goods and the belly wool of sheep soiled by urine and manure. If today, after years, I look through my pattern map I experience great joy in noting the effect achieved. It is in the first instance to be explained by the colloidal sulfur.

The cleansing effect of soap we explain today quite generally as a colloidal effect. In the soap solution are found colloids that affect the dirt—by their power of attraction of the smallest mass—particles—and such other (colloids) which as carriers of the colloids loaded with dirt come under consideration (foam colloids). In soap containing colloidal sulfur we have, besides, also sulfur colloids. They do not come into question for the cleansing effect, the extremely finely powdered sulfur, like pyrophore iron, is in the air quickly oxidized by carbonic acid and changed to sulfurous acid, and it is this that bleaches. This combustion (oxidation) does not take place in the soap itself, nor in the soap bath, but only after the washing during the drying of the materials, like the wool. While the colloids absorb the dirt they are on their part again held fast in the fabric. For this reason so many colloids, in spite of their cleansing property, are useless for laundry purposes—it is the foam colloids which act as carriers that are lacking.

The bleaching effect of colloidal sulfur also appears if after washing the articles are lightly rinsed; it evidently is greater before the rinsing. Since the sulfurous acid is not harmless, especially when it gets into action in the nascent state, it is in my judgment to be recommended to hang up the washing, after rinsing lightly, for bleaching. In consequence of their power of adhesion, there are always still available sufficient quantities of colloidal sulfur.

The study of colloidal manifestations, particularly that of its power to absorb, led me to further valuable observations. By way of explanation I may premise that colloids possess in a high degree the capacity of binding, i.e., absorbing ammonia. This fact has long been known in agriculture, for peat dust is used for bedding of farm animals, because the abundantly present colloidal substance of this peat binds the animal ammonia. Self evidently other gases are also absorbed and held fast by the colloids. The gases are formed by the smallest mass particles of a substance or of a combination: we know the power of attraction of the smallest mass particles.

Starting with these considerations, I sought to prepare ammonium chloride wash substances. It is a well known difficulty that in commercial wares no ammonia can be found after some time. Concerning this I have reported in former years. As an explanation for this manifestation

I have also stated the amount of soda which sets free the ammonia from the salt employed. If I mixed 100 g of ammonium chloride with 250 g of colloidal clay and added this mixture to a soap powder, I was able after months to prove the presence of the ammonia in undiminished quantity. This is easily understandable for the following reasons:

In the first place, the dissociation of ammonia results only in presence of moisture, for in a completely dry condition the carbonate does not set free ammonia in a dry ammonium salt.

In the second place, small quantities of ammonia set free by the invasion of moisture are absorbed by the presence of colloids.

This interesting action of colloids, self-evident as it is, is not turned to profit, or only very little, although it is very valuable for the textile industry, especially for the washing of wool. The absorption power of colloids for gases, their capacity to compress these, is shown to us by the Doeberciner tinder box. In this case it is the fine platinum sponge which condenses the hydrogen. We may also convince ourselves of this fact by a simple experiment. If we bring peat dust as representative of organic matter and colloidal clay as representative of inorganic matter, into an atmosphere of ammonia both condense the gas, which is chemically demonstrable both in the peat dust and the clay.

In a washing compound containing a colloidal substance and ammonia (bound as ammonium chloride, e.g. a soap powder, becomes moist, the colloids absorb the water and swell up. But in this condition they manifest in the highest degree their property, of forming absorption combinations. In the form of smallest mass particles the colloids are always active, in the form of colloids proper they react in the state of solution, or more correctly, of swelling.

The exploitation for preparing special soaps and special washing compounds is thus pointed out.

Chemically colloidal manifestations are also the formations of emulsions, which have such large significance for the textile industry. In the large wool washing establishments it was the custom formerly to wash the wool first in a soap bath, and then treat it with chemical solutions like carbon tetrachloride. The advances in the chemistry of colloids then led to combining the chemical dissolving agents with the soap. I emphasized at the beginning that every soap solution is a colloidal solution, which contains two different kinds of colloids distinguished by their different effects. For the preparation of emulsions we use colloids as dispersion agents. The most ideal emulsion, found in nature, is milk; it is a colloidal albuminous solution in which the fat is more or less minutely subdivided. The more finely the fat is divided (Homogenised milk), the more lasting is the emulsion; the more unequal the fat particles the more quickly does the cream rise in the milk.

In the next place soap has been utilized in the laundry industry as a colloidal substance, and organic solvents have been added to it, such as carbon tetrachloride. This has been done with complete success and signifies for the textile industry a great achievement; then this special soap facilitated the washing process extraordinarily, because it com-

* From *Seifens.-Zeitg.*, vol. 51, No. 51.

prehends two working processes in one. Then it also makes possible much more thorough action with the more economical use of solvents which are most finely divided in the water, or more accurately in the colloidal soap solution.

Since the cleansing, i.e., the dirt removing effect of soap, as well as the removal of the dirt in the foam, is the work of the colloids, it is not to be wondered that other washing colloids were used for producing special soaps containing organic solvents. The washing efficacy of glue and albuminous substances has long been known, and that of saponine has long been in use. For some time these products have been used with or without soap for the manufacture of special washing compounds for the textile industry.

Before referring briefly to some patents, I shall try to make clear the idea by an example. If animal or vegetable glue is soaked with water to a thick viscous mass, it is possible to mix with it about 20 per cent of carbon tetrachloride. This forms an emulsion which is the more permanent the more finely and evenly the tetra has been worked in. If the glue emulsion is dissolved in water, it is diluted to the extent to which water is present. If the emulsion was completed, then the distribution of the tetra in the water is also complete, because the glue colloids hold the carbon tetrachloride fixed.

In practice the preparation of an emulsion is not so simple as it probably appears in my statement, but it is possible of accomplishment. For washing colloids, glue colloids are never used alone, but in combination with saponines—which in recent time is often done—in order to have suitable carriers for the dirt substances. Further saponine is added to the soap, in order to save the latter (D. R. P. 314, 167). Interesting is the preparation of a foam powder according to D. R. P. 300,031. The inventor uses leached out lupine seed, and other economically available leguminose seeds which he converts under pressure with dilute acids and alkalis.

The owner of patent No. 328,812 uses in connection with caustic alkalis converted animal glue in connection with fat dissolving agents like carbon tetra chloride in preparing a washing and fulling compound; and combines this with saponines or drawing sour salts. The fat dissolving agent, the carbon tetrachloride, is thoroughly mixed by machine with the colloid solution arranged for the required specific weight. In my judgment this is not necessary, since the colloids interfere with the fat dissolving agent. I consider as incorrect the use of the caustic alkalis for producing the glue emulsions which constitute the foundation of the compound. The saponines have in the mixture the same significance as the foam colloids in soap. However this is also added. I have further made the observation that a small addition of soap facilitates the even dispersal of the fat dissolving agent on the water. The excess of alkali is neutralized by the acetic acid. This is a disadvantage, as every chemist knows, so that acetates are used with success, in order to convert "sol" into "gel"; in other words, to destroy a colloidal solution.

In the quantitative precipitation of zinc sulfide in an acetic acid solution ammonium acetate or sodium acetate is added in order to prevent the formation of a colloidal zinc sulfide solution. But the colloidal condition in the present case is exactly what is desired.

According to another patent (D. R. P. 314,403), which concerns a method for washing cloth goods, the emulsion is produced in the washing process itself. The cloth goods

are first saturated with an alkaline saponine solution, then the alcoholic solution of fulling oil is added which contains only a very small per cent of fat. According to the recipe, the fulling oil contains about 15% of fat, 20% of soap, and 15% of alcohol or carbon tetrachloride. This patent recipe interests the soap manufacturer only in so far as he sees that it is possible to distribute organic solvents in a liquid washing compound (like an emulsion).

It has been my intention to show briefly the significance of chemical colloidal processes. That these are already utilized in various ways, especially for the textile industry, I need discuss no further. But it seems desirable to give greater attention to the chemically colloidal processes in the manufacture of domestic laundry compounds. I have already referred to the manufacture of ammonium chloride washing powders. What was said there applies also to the turpentine ammonium carbonate wash powders. Very suitable is soft soap as the starting point for special soaps, for in my experience organic fat dissolving agents like carbon tetrachloride may be mixed with it without trouble.

ALKALINE SOAPS AND HARD WATERS

E. Ristenpart and K. Petzola have propounded to themselves the question with reference to the formation of calcium soap: Do soaps behave alike, or has presence of free alkali a favorable influence by hindering the formation of calcium soap, or by making difficult this formation? For the purpose of answering the question, i.e., of settling the facts, the authors have brought together equal quantities of soap solution on the one hand without and on the other with the addition of soda and potash lye at boiling temperature, adding to both equal quantities calcium chloride solution. The experiments showed a considerable diminution of the total precipitation in the presence of free alkali. Then they brought together calcium chloride with alkali-soda and caustic soda without soap. From this it appeared that the formation of calcium carbonate is considerably less than that of calcium soaps, but that nevertheless it hinders the formation of a considerable part of calcium soaps. Alkaline soaps, that is, soaps containing free alkali, therefore deserve to be preferred with hard water.—*Leipz. Monatsschr. Text. Ind.* 1924, p. 220 d. *Melliands Textilb.*

VALUE OF PERFUMES IN TOILET SOAP

DETERGENT AND ANTISEPTIC VALUE OF PERFUME MATERIAL IN TOILET SOAP. J. J. Bryant (*Perf. Ess. Oil Rec.*, 15, 426—431).—Toilet soaps were compared with similar unperfumed bases for detergent values by means of Clark's method of determining the hardness of water and by the carbon suspension process. The values obtained show that the perfume materials do add to the detergent value. A comparison of the different perfumes (essential oils and synthetics) was made by making up 1% of each with a common soap base, leaving to mature for 30 days, and testing as above. In 63% of the cases an improvement was observed due to the perfume and the negative results in the other cases may be due to the volatile character of the perfume. A similar procedure was followed in studying the bactericidal values, the *Lancet* method of determining the Rideal-Walker carbolic acid coefficient being used. Here again an increase in value was noted where the perfume was present, and a table showing comparative values for the essential oils and synthetics used is given.

PAST, PRESENT AND FUTURE OF COCOANUT OIL TRADE

**Vagaries of Market Attributed in Part to Post-War Over-Expansion;
Stability May Be Expected in a Couple of Years; Europe Big Factor**

Following last month's article which covered conditions in the naval stores situation with particular reference to the production of rosin, in which the soap industry is interested as a raw material, the intention this month is to discuss conditions and prospects in the cocoanut oil industry which is increasing in importance to the soaper as a source of raw material.

Conditions in the cocoanut oil industry have not been wholly satisfactory for the last few years. Prices have been generally unprofitable and the market has been unstable. At various intervals during that period, the market has seemed about to start on the way toward conditions which would prove profitable to the crushers and would lead to greater stability and more satisfaction all around. Each time better conditions for the industry have been checked before the improvement had more than fairly gotten under way. The soap manufacturer has on the whole been fortunate in getting his supplies at satisfactory levels during that time. But he has been almost if not completely unable to understand the underlying conditions in the industry which have prevented it from being a profitable and stable one.

The fluctuations in the market itself have at no time been violent or unusual. In fact, with the exception of very brief intervals, it has followed the course of the market for tallow and in general the trend of the markets for the various fats and oils, with which it is a competitor. It is not the market itself which has been unsatisfactory to those interested in it during the post-war period but the underlying conditions in the industry which has made copra crushing a distinctly unsatisfactory business in which to be engaged.

Before starting to recount the woes of the industry and those engaged in it since the close of the war, it may be only fair to state that conditions are better now than they were a year ago and they were better then than they were the preceding year. Further, while there is still great room for improvement in the general situation, progress is being made and it would not be at all surprising to find business on a fairly stable and possibly a profitable basis within another two years. Natural laws must inevitably bring an end to the tangle which has resulted in one of the most complete market failures over a period of years which the soap industry has witnessed.

Industry Overexpanded

The real cause for the unstable and unprofitable situation prevailing in the cocoanut oil industry must be sought in the same source which proved so demoralizing to many other important raw material markets. The war brought about tremendous inflation in industry of all sorts. It was responsible for a phenomenal increase in the productive capacity of the cocoanut oil industry. It is largely to this top heavy capacity for manufacture that the troubles of the industry at the moment are due. The tremendous call for products of this class which developed through war time needs of industry brought about a rapid and heavy inflation in manufacturing plants throughout the world.

For example, prior to the war, there was virtually no copra crushing industry in the Philippines. At the time of the armistice there were over forty plants and their production was exceedingly heavy. Figures are not actually available showing the increase in manufacturing facilities in the United States during that period, but similar increases took place.

In addition to this over capacity for production, there was a heavy surplus of cocoanut oil left at the time of the armistice. The close of the war brought an almost immediate curtailment in the demand and the consumption. As was the case in other industries, the working off of the surplus became a serious and immediate problem. Unfortunately, this was not accomplished without serious market difficulties. In a few other industries, control of the surplus supplies left at the close of the war was skillfully and adequately maintained, but with cocoanut oil, the situation was left more or less to go as it pleased in accordance with natural laws. The inevitable result was a market debacle from which, even the almost complete disposal of these surplus supplies was insufficient to extricate the industry.

The over-capacity for production in the industry resulted in a most severe and serious struggle for existence among the various crushers both here and abroad. This struggle was intensified considerably by the re-entry into the market of European manufacturers on a large scale.

Europe the Largest Factor

Both before the war and since it closed, Europe has been the largest consumer and the most important factor in the cocoanut oil market. Reliable estimates of consumption indicate that at least 50 per cent of the total cocoanut oil production is consumed in Europe. About one-third of the total is the share of the United States. The result of the European resumption was to still further increase world supplies of oil and hence the competition among sellers in every country.

This fight for existence led practically all of the crushers, both here and in the Philippines, into extravagant and wasteful price cutting campaigns. It was apparently the effort of all of the crushers to continue to operate their plants through depression or better times as hard as they could and at the same time to sell their oil for what prices they could realize in the world's markets. Naturally, though unfortunately, these prices were far from profitable in almost every instance. In addition, in the United States, cocoanut oil falls principally in the class of technical oils. As such, it has had to compete with tallow, greases and other technical oils, all of which have been through periods of very low prices and keen competition.

As was to be expected in a situation of this kind, it soon became apparent that the weaker of the firms crushing and selling oil must discontinue or be destroyed. This process took a very severe turn in the Philippines where from forty-odd producers the number has shrunk to six. In the United States, there has also been curtailment. Some of the weaker crushers have been eliminated, and others have discontinued operation for other reasons. One other large factor entered

the field about two years ago so capacity of the industry is not materially different from that time. But the weeding out process is still going on and may be expected to result in considerably greater curtailment during the next few years.

Keen Buying Competition

Aiding the keen selling competition in bringing about this necessary curtailment and consolidation of effort, there has been an equally keen competition between the various crushers throughout the world for the purchase of raw material. The copra market is an exceedingly difficult one to handle. Aside from the large plantation owners it is in the hands of natives who collect and sun dry small quantities of nuts. These are then exchanged with the local merchant or trader for such provisions and ornaments as seem good to the native. The local trader in turn disposes of his cargo in such means as may seem best, most convenient or most profitable to him, and before reaching the crusher the copra passes through numerous hands. Where this condition exists there naturally is a great amount of speculation and manipulation.

When the copra is finally at point of shipment, it has been recent experience to have buyers for all available and more with the result that prices have been bid up higher and higher until the goods were finally taken away by the successful purchaser. He in turn, has been forced to turn this exceedingly high cost raw material into coconut oil and to again compete with his former buying competitors in the selling campaigns alluded to earlier in this article. The result of such a condition of affairs can easily be pictured. Selling competition of the keenest sort for the finished product and at the same time buying competition equally keen for the raw material could not mean and have not meant profits of any sort at all for the crushers.

Improvement Probable

However, the picture is not all painted in the more somber shades. It has been pointed out that some improvement in general conditions is already in evidence and hinted that more is to be anticipated. The improvement is due thus far principally to elimination of a portion of the hugely inflated capacity of the industry for turning out the product. This is likely to continue and it may well be aided by other factors as well.

One of the chief of these factors is the fact that the demand for coconut oil in this country is showing a steady and healthy improvement. Europe, as has been pointed out, is still the largest consumer by far of the product. Not only has the consumption of technical oil in Europe been exceedingly heavy, but the demand for the margarin industry has taken great quantities of edible oil. There is prospect of still heavier consumption of edible oil abroad in addition to the steady growth in the use of the material in industrial processes throughout the world. Under the present tariff, by far the greater portion of the soya bean and peanut oils of Oriental origin have been diverted from the United States to Europe.

In fact the tariff has entered quite seriously into the whole situation prevailing in coconut oil, in many respects to the detriment and in a few for the benefit of those engaged in the industry. To undertake a thorough discussion of the effects of the duty upon the industry and the markets here, in Europe and in the Philippines would take much space and exceed the scope and purpose of this article. It is sufficient in this connection to say that diversion of Oriental oils to Europe and retention of much cotton oil

which might have been exported in the United States has been a serious factor to be reckoned with by those engaged in the coconut oil industry.

Increased Demand Here

There are other indications of increased consumption of edible oil which tend to show that the growth in the United States is likely to be considerable. Rapid progress is being made in the discovery of uses for coconut oil in the food products industries. Already, this has reached proportions where competitive products are seeking legislation to block it. Ice cream manufacturers, confectioners, a growing margarin industry, and other food products manufacturers are becoming more and more interested. In addition, its use as a cooking oil, especially for deep fat frying, may well be developed. It is said to be admirably suited for this sort of cookery. Thus, increased demand for edible grades here and in Europe seems to be in prospect.

Turning to the heavier and relatively more important expansion of the use of coconut oil in industry, it is only necessary to point to the expansion and growth of the white soap industry to prove that there has been and is continuing a steady and important growth in industrial consumption. The increase and development in the white soap business has been fully discussed in a recent issue of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. Regardless of the question as to whether white soaps are replacing yellow laundry soaps, which is still a matter open to argument, there is no one in the soap industry who will not admit that in the last five years there has been a tremendous expansion in the manufacture of white laundry soaps. All of this expansion has been the occasion for increasing the consumption of and the demand for coconut oil which is the principal base for virtually all of the white soaps products.

The industrial rehabilitation and expansion which is to be anticipated in Europe through the adoption of the Dawes plan and other financial measures, has already had the effect of increasing industrial activity in Germany and other European countries. It is likely that this will continue and increase as the various plans are put more fully to work in industrial re-establishment. That this will mean greater call for industrial raw materials is axiomatic. Especially is Germany likely to expand her coconut oil consumption owing to the drive which she is now making for world soap trade and her efforts to introduce and re-introduce soaps of German origin in the principal consuming countries.

No "Normal" Price

These factors, together with the curtailment which is in progress and seems likely to continue in the productive capacity of the industry may well lead to stabilization of the industry in the not far distant future. Just what this stabilization will mean is still an open question. It is impossible to forecast any settling price or mythical "normal" for the coconut oil industry as could be rather easily done in glycerine and rosin in our former articles. The price depends principally upon the European market and on the sort of competition which tallow and other competing technical fats exert in this market as well as upon the cost of raw material which is irregular and subject, as has been pointed out, to highly competitive buying.

This stabilization, then, seems more likely to take the form of a fluctuating but profitable market based upon the costs of production and raw material and one which can be more

or less adequately forecast by an intelligent survey of conditions in the copra producing regions, in Europe and in the American market. This is the ideal toward which the crushers are slowly progressing. They care little about a mythical "normal" price if their raw material costs are such as would enable the finished product to meet competing fats in the consuming markets. Their progress would undoubtedly have been much more rapid and satisfactory had not they embarked upon the wildly competitive buying and selling methods of the past few years.

No Immediate Betterment

Recognition of the fact of overproduction and particularly of over capacity for production is always difficult. Each manufacturer in an over produced market is prone to believe that he is fated to survive while the rest perish. Better counsel would long since have abolished the weaker and less useful plants and allowed those fittest to survive. The process has been and will be a gradual one, but there is no reason to believe that natural laws will fail to operate in the case of coconut oil. They have done so in the chemical industry, another tremendously over-inflated war-time group.

Whether the final outcome will prove that the import of copra and crushing here is superior or that crushing in the Philippines and import of the oil and cake and meal is the better, or that both can work side by side, is a minor point. The important thing is to establish the industry on a reasonably safe and profitable basis. There is reason enough to believe that this can be accomplished in two or three years. In the meantime, the outlook for the copra crusher is one of struggle. For the soap manufacturer, there are apparently many months of continued fluctuation and uncertainty basis for purchasing becomes possible.

FREE FATTY ACIDS IN PALM OIL

A. C. Barnes (*Bull. Mat. Grasses*, 1924, 304-322.)—The acidity of the pulp oil, which is largely due to the enzyme in the pulp cells coming into contact with the oil, does not increase to any marked extent for some 7-9 days when ripe fruit heads are kept dry and well ventilated, and the development is slower in fruits that fall naturally. Mould growth results in production of enzymes which are an additional factor causing increase of acidity, and acidity in an oil containing enzymes will increase during storage. It is therefore of advantage to free the oil from all vegetable debris by filtration, and heating to 110° prevents hydrolysis. If the fruit is kept at 55° for 10 mins. by heating in water, the action of the pulp enzyme is completely checked, and the colour of the oil is not damaged. Removing the pericarp of the fruit in solutions of various chemicals results in certain changes in acidity, *e.g.*, when 1% sodium carbonate was used the acidity of the oil was only 2.9%, compared with 27% in oil extracted under ordinary conditions. The acidity of the oil was also diminished by use of dilute sulphuric acid; sodium chloride and tannic acid tended to increase it, and sodium sulphate and ammonium alum had little effect.—*Chemistry & Industry*.

College Installs Miniature Soap Factory

The installation of a complete soap plant and various types of commercial apparatus in the Chemistry Building of the College of the City of New York has been announced by Dr. Herbert R. Moody, head of the chemistry department. The equipment was installed to train the students in actual factory operation.

The soap plant is a miniature modern factory. Starting with various oils and fats and caustic soda, the students prepare a grade of laundry soap in cakes. Large wooden tanks with capacities ranging up to 100 gallons, steam-jacketed, double-walled kettles and various sizes of stills also are part of the new equipment.

Features to Be Found on Other Pages

Readers of the SOAP SECTION may find items of interest in our Trade Notes, as well as in Patents and Trade-marks and Washington and Foreign Correspondence.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

gone through has been principally between spot dealers with consumers taking on small quantities only. Industrial conditions abroad are such that it is extremely difficult to form sound buying judgments or even to forecast the market for a week in advance. Continued unsettlement is likely so long as buyers pursue their present policy of taking goods for current requirements only.

In domestic alkalis and miscellaneous domestic chemicals, conditions have been fairly satisfactory. This is due not to spot business which has been notably quiet, but to the fact that the contract holders have been ordering out their quotas steadily enough with the result that manufacturers have not as yet been faced with any surplus of goods. This condition is likely to obtain during the next six or eight weeks, after which, the trade has become accustomed to the opening of a summer slump of more or less serious proportions. However, it is highly probable that preparations have been made for it and that it will disturb the market on domestic chemicals to any great extent now seems unlikely.

Other Soap Materials

There is not much to be said regarding the other items on the list. Starches have held firm throughout the month and close at unchanged prices. Rosin has pursued a fairly steady course. Prices are practically what they were at the time of our February review. Stocks of rosin have not accumulated. There has been a slight let down in export demand but to offset this production has been curtailed by unfavorable weather in the South. Glycerine is unchanged. Oils seem a shade easier although actual prices vary only fractionally from those which prevailed at the time of our last review.

RECENT SOAP TARIFF DECISIONS

No. 48678 TOILET SOAP ARTIFICIAL FRUIT.—Protest 54570-G of J. Personeni (New York). Merchandise assessed as artificial fruit at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable as toilet soap at 30 per cent under paragraph 82. Opinion by McClelland, G. A. On the authority of Abstract 47143 the soap in question was held dutiable under paragraph 82 as claimed.

No. 48697 MEDICINAL SOAP.—Protest 54716-G of Schering & Glatz (New York). Soap classified as toilet soap at 30 per cent ad valorem is claimed dutiable at 15 per cent under paragraph 82, tariff act of 1922. Opinion by McClelland, G. A. On the authority of Abstract 47575 the soap in question was held dutiable at 15 per cent under paragraph 82 as claimed.

No. 48698 LEMON SOAP.—Protest 40842-G of LeBlume Import Co., Inc., (New York). Soap is classified at 30 per cent ad valorem under paragraph 66 tariff act of 1913, is claimed dutiable under the same paragraph at 10 per cent. Opinion by McClelland, G. A. Merchandise invoiced as lemon soap and lemon juice soap was held dutiable at 10 per cent under paragraph 66. Abstracts 45856/7 and 45963 followed.

Half Million for Procter & Gamble Workers

More than \$500,000 in profit-sharing dividends for the year ended February 15, 1925, were distributed to employees of the Procter & Gamble Company on March 7. The distribution marked the seventy-fifth semi-annual dividend day celebration simultaneously at the main office in Ivorydale, Cincinnati, Ohio, and in Kansas City, New York, Dallas and Hamilton, Canada. The profit-sharing plan was inaugurated in 1886. An average of thirteen shares of common stock is held by every subscriber, and 65 per cent. of the employees that are eligible have become members.

Soda Soaps from Ammonium Soaps

German Patent 381,450, S. Zipse, Vienna.—The ammonium soaps are treated with sodium salts, other than the carbonate, in a series of vessels, through which the solutions of the sodium salts are passed in a systematic manner, the sub-lyes from the soap-making process being specially adapted for this purpose.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

Latest sale of New York Extra Grade was made at 9½¢ per pound delivered to buyer's plant which is the top price on the recent upward re-action, and constitutes an advance of one cent per pound. The markets in the Middle West and at western points are firm to steady with light offerings and ready absorption.

Greases are comparatively stronger than tallow, with good quality house grease quoted 9½¢ loose and other grades at relative prices.

The big slump in wheat since the middle of this week may also affect corn and with it the general sentiment regarding the prospective fat situation.

March 14, 1925.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our review of February 14 the Glycerine market has weakened somewhat, this being more noticeable in the Middle West than in the East, although prices have declined here also. The quoted price for chemically pure in bulk is still 19¢, but the demand has been and is now very light. For that reason such business as does appear is actively competed for and the "official" price is subject to a considerable shading in some cases. The demand from the powder people for dynamite glycerine has been very small, and some of the makers are prepared to discount the price generally asked by as much as ¼¢ per lb., bringing the price down to 18¢, at which business has been done. Crude has naturally declined and Middle West goods have been brought to the New York market, where better prices have been possible. Although the outlook is not encouraging, the opinion is expressed by many that between now and the end of April there should be better buying, resulting in an advance in values.

March 13, 1925.

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

Following the advance in cotton seed oil and animal fats, the vegetable oil market became quite active. During the last few days a good demand from soap makers and refiners strengthened the market considerably.

Cocoonut oil sold today at 9½¢ New York and 9¼¢ Coast, but importers are now holding for ¼¢ per pound higher. Copra is high and Europe has been bidding for large quantities at prices well over domestic manufacturers. At present price levels copra is commanding too high a price to produce oil advantageously here, and for this reason some of the large crushers in Manila have withdrawn as sellers of cocoonut oil for the time being.

Palm oils are firm and stocks here and in Europe are exceptionally small. Genuine Niger is practically unobtainable, excepting for May/June shipments from Africa. Oils equal to Niger are quoted at 8¾¢, while genuine Lagos is quoted at 9½¢ per pound. Palm kernel oil is also firm at 9½¢ to 10¢ per pound.

With crude cotton seed oil firm at 10¢ to 10½¢ per pound in the South, corn oil, following a heavy demand from refiners, advanced to 10½¢ to 10¾¢ per pound, f. o. b. mill.

Short interests on olive oil foots bought up practically all the stocks available for nearby delivery and paid up to 9½¢ New York for spot and March arrival. So far, there has been little demand for futures and March forward shipments from Europe are quoted today at 9¼¢ Atlantic seaboard.

March 13, 1925.

A. H. HORNER.

INDUSTRIAL CHEMICALS

The market has been more or less unsettled during the interval since our last review, especially on imported products. Prices have fluctuated rather rapidly and while the net result has been only a very slight decline in items like caustic potash and carbonate of potash, it cannot be said that goods can be purchased now with much assurance of a sound market future. The trading which has

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 9¼¢. Edible, New York, 10¾¢. Yellow grease, New York, 8½¢. White grease, New York, 9¼¢.

Rosin, New York, March 16, 1925.

Common to good	8.05	I	8.30
D	8.05	K	8.50
E	8.20	M	9.00
F	8.25	N	9.35
G	8.30	W. G.	9.50
H	8.30	W. W.	10.50

Starch, Pearl, per 100 lbs.	\$4.02 @
Starch, Powdered, per 100 lbs.	4.12 @
Stearic acid, single pressed, per lb.	.13¼ @
Stearic acid, double pressed, per lb.	.14¼ @
Stearic acid, triple pressed, per lb.	.16¼ @
Glycerine, C. P., per lb.	.19
Glycerine, dynamite, per lb.	.18¼
Soap lye, crude, 80 per cent, loose, per lb.	.12¼
Saponification, per lb.	.13¼ @

Oils

Cocoonut, edible, per lb.	.12¼ @
Cocoonut, Ceylon, Dom., per lb.	.10¼ @
Palm, Lagos, per lb.	.09¼ @
Palm, Niger, per lb.	.09 @
Palm, Kernel, per lb.	.10 @
Cotton, crude, per lb., f. o. b. mill.	.10 @
Cotton, refined, per lb., New York.	.11 @
Soya Bean, per lb.	.13 @
Corn, crude, per lb.	.12 @
Castor, No. 1, per lb.	.17 @
Castor, No. 3, per lb.	.16¼ @
Peanut, crude, per lb.	.13 @ nom.
Peanut, refined, per lb.	.16¼ @
Olive, denatured, per gal.	1.20 @
Olive Foots, prime green, per lb.	.09¼ @ .09½

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.	3.20 @ 3.20
Soda Ash, 58 per cent, per 100 lbs.	1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.07½ @ .07¼
Potash Carbonate, 80@85 per cent, per lb., N. Y.	.05½ @ .06
Salt, common, fine, per ton.	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton.	9.50 @ 11.00
Sulphuric acid, 66 degrees, per ton.	14.00 @ 16.00
Borax, crystals, per lb.	.04¼ @ .05¼
Borax, granular, per lb.	.04¼ @ .05¼
Zinc Oxide, American, lead free, per lb.	.07½ @ .08¼

